

The Ever Growing Market of Kosher

When a product or establishment is certified kosher, consumers know that kosher food laws, including cleanliness, purity and quality are met.

But kosher is much more than responsible food preparation. Kosher refers to a set of intricate biblical laws that detail the types of food that a Jewish person may eat and the ways in which it may be prepared.

To be certified Kosher, all ingredients in every product and the process of preparing the product, must be certified for kosher-compliance.

In Canada, Kosher is an over 2.5 billion-dollar industry and goes much further than the product or establishment.

Health and cleanliness are hallmarks of kosher food. Judaism forbids eating animals that died without proper slaughter and the draining of the blood (which is a medium for the growth of bacteria). Judaism also forbids eating animals that have abscesses in their lungs or other health problems.

Morally, the Torah prohibits cruelty to animals. One cannot remove the limb of an animal while it is still alive. When animals are slaughtered, it must be done with the least possible pain; there is a special knife that is so sharp that even the slightest nick in the blade renders it impermissible. This prevents pain to the animal.

The Trust Factor

The kosher industry is one of the fastest growing businesses globally. In a recent survey it was shown that 62% of people who buy kosher foods do so for quality reasons, while 51% buy kosher for its “general healthfulness.” Only 15% buy kosher food because of religious laws.

Of these numbers, the vast majority buys kosher food because of the overall safety standards. Those suffering from celiac disease or who have serious allergies such as dairy can trust that the labels on kosher foods are exactly what they say with no hidden, potentially lethal ingredients. One of the reasons for this is that the strict rules for producing and certifying kosher food products result in closer scrutiny of food safety issues.

There is no doubt that when a business chooses the kosher route, they reap international monetary rewards not only from Jewish communities but those who eat Hallal as well.

MK - CANADA'S KOSHER CERTIFER takes this myriad of details into account when certifying any product or establishment. Even before the certification is given, their

professional staff skillfully guides new clients through the process of becoming kosher. What can seem an insurmountable amount of information becomes not only doable but a pleasant learning experience.

Certifying a product kosher tells the consumer that the owners of the product or establishment take their customers very seriously. The bottom line is that the company's growth is upgraded and enhanced, with everyone - owners and purchasers benefitting.

For more information on the tremendous growth in the Kosher Market or to get certified email info@mk.ca or check out www.mk.ca