

Critical Study on Kosher Certification Seals (The KosChertified? Study)

by *KosChertified?*- www.TheKosherQuestion.com

Context: Mass kosher-certification of retail food and kitchen products began almost one century ago in America, and yet there are conflicting reports as to the visibility and recognition of kosher-certification seals ("**Kosher Seals**", in Hebrew: hekhshers) on product labels by a broad range of consumers^[1]. The first product certified was Heinz vegetarian beans in 1923, and the rabbinical agency performing this was OU - Orthodox Union of Jewish Congregations. While kosher certifying agencies and rabbinical Vaad councils ("**agencies**") claim^[2] that the kosher seal attracts better business for the food and kitchen product producers ("**companies**"), numerous articles and videos found on the internet suggest that the majority of consumers have no awareness of how prevalent this kosher-certification operation ("**kosher industry**") is, primarily because of the purported obscurity of the kosher seals and relatively small size.

The first mainstream challenge to this industry occurred in 1954, when a prominent member of the Daughters of the American Revolution, Mrs. Marian M. Strack, made an impromptu speech at a Trenton DAR conference claiming that "clandestine kosher markings on canned goods symbolize how a bold minority can impose its will and even its religious observances upon an apathetic majority"^[3]. Her speech reported on many aspects of the kosher industry that still exist today, and newspapers all across the country attacked her on this. Today, the Anti-Defamation League (ADL) takes up the largest defense of the kosher industry in its published internet article "The Kosher Tax' Hoax: Anti-Semitic Recipe for Hate"^[4].

There does not appear to be any university or market research and study on kosher seals, especially one that compares them to other certification seals ("**Other Seals**"), of which there are many today (e.g. USDA ORGANIC, NON-GMO Project Verified, Certified Gluten-Free, CERTIFIED VEGAN, etc.). This study addresses the topic and gives an objective and rational methodology to determine which has more credulity - Mrs. Strack's "clandestine" description, the ADL's insinuations that anyone or any group speaking about the topic is a conspiracy theorist or extremist, or a new conclusion based on our findings? This study allows science to be the judge.

Objective: To make objective measurements and observations of Kosher Seals, Other Seals, common label symbols and sloganeering, and use these results to calculate relationships, statistical data and distributive curves that will better present the status quo in labeling as contracted between the kosher industry and companies. Using the quantifiable data and statistical results in numerical and graphical form will substantiate one aspect of this topic - transparency for the typical consumer. With transparency quantified, conclusions can be drawn on how this factors into the broader controversy and claims.

Design, Setting, and Samples: A selection of 37 products representing a cross section of food and kitchen categories were randomly chosen from the aisles of a large chain supermarket, but consideration was given to ensuring that each product had, as a minimum, one Kosher Seal and one Other Seal on the packaging. Preference was given to selecting products that had more than one Other Seal on the same package. The sum total of all Kosher Seals and Other Seals resulted in a sample group of 100 certification seals for comparison and analysis. Twenty-three (23) of these

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products had "Recycle" symbols, while thirty-two (32) had sloganeering on the front that often mimicked that of a certification seal.

Kosher Seals from eight (8) different agencies were found on the products. Twenty-two (22) different certifications were found on the various samples used in comparing Other Seals with Kosher Seals. All products were photographed.

A digital caliper measuring device, a standard ruler, and an illuminating magnifying glass were the primary tools used to measure the areas and the short sides ("**thickness**") of all the seals, symbols, slogans, labels and sides of packages. This data, as well as objective counting of color diversity, seal quantity and placement, seal clustering and more was entered into a spreadsheet and statistically analyzed.

A 200 respondent survey was commissioned from a professional survey firm to gather an indication of how well consumers recognize various symbols and seals most commonly found on these products. This recognition test included the Recycle symbol, Kashruth Council of Canada seal, the Registered Trademark seal, the Certified Gluten-Free seal, and the OU Kosher seal. All of these corresponded with seals regularly found on Kirkland products at American Costco wholesale stores, and the respondents were screened for Costco members who shop there regularly.

Another 500 respondent survey^[5] was commissioned from a different professional survey firm to assess shopping behavior and viewpoints regarding the scrutiny of various certification seals on product labels. Both these surveys would help supplement the visibility and transparency connection to the measured and observed results discovered in this study.

Main Outcome Measure/Observations: Average Kosher Seal area, average Kosher Seal short side (ss), average Other Seal area, average Other Seal short side (ss), average recycle symbol area, average slogan area, average ratio of seals to label or package side ("impact"), ratio of all these factors, number of sides with seals, number of colors found in seals, whether Kosher Seals were found on front label or side, and whether the Kosher Seal was co-located in any cluster of Other Seals. All data from this study can be viewed at [Data: Critical Study on Kosher Seals](#)

Results: The average Kosher Seal measured 23.367 mm², and its standard deviation *std* was 24.123; the average thickness of kosher seals was 4.740 mm, with *std* = 2.048; the average impact of kosher seals was 0.182%.

The average Other Seal was 226.957 mm², with *std* = 211.287; the average thickness of Other Seals was 12.895 mm, with *std* = 5.932; the average impact of Other Seals was 1.421%.

The size ratio of Other Seals-to-Kosher Seals was 9.713-to-1; The highest ratio for same product impact (other-to-kosher) was measured at XX-to-1.

The average Recycle symbol measured 69.241 mm², with *std* = 59.015; the average impact of Recycle symbols was 0.849%.

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Kosher seals were found on the front of packaging/labels 70.3% of the time; other seals were found on more packaging/label sides by a factor of 1.35-to-1; all but two (2) kosher seals were mono-colored, and those two had just two (2) colors; other seals color diversity were as follows: 22 (1 color), 9 (2 colors), 16 (3 colors), 2 (4 colors), 2 (5 colors), 11 (6 colors), 1 (8 colors); Co-location of kosher seals with other seals were only found on 6 products, and 5 out of 6 of these clusters were on the side or bottom of package. Only with one sample did we find a cluster of certifications on the front including the kosher seal; kosher seals are usually found in their own space of a label separate from other certifications; on a few samples there was a box with text spelling out all attributes, and "kosher" was not listed.

Of all the samples, not in one single case was a kosher seal larger than an other seal found on same package - the smallest (i.e. closest) area ratio other-to-kosher was 1.048-to-1 found on a Lotus Foods Organic Millet & Brown Rice Ramen, while the highest ratio (greatest disparity) was 95.477-to-1 found on a Cascade Platinum Dishwashing Detergent.

Slogan seals averaged 450.07 mm². Slogan seal impact averaged 5.323%.(XXXCHECK)

Conclusion: Transparency and visibility of certification seals found on labels can reasonably be associated with consumer knowledge of extraneous practices being introduced into the production of their food and kitchen products. If consumers don't notice the seals, and don't see them in TV, magazine or supermarket ads, then how would they be aware of this practice. One definition of transparency states that something is "easily detected; readily understood; free from deceit; characterized by visibility", while one definition of visibility is "capability of being readily noticed". Henceforth, when there is little consumer knowledge of this practice, and yet the practice is so common and ubiquitous, suspicion arises as to why?

In this study we discovered that the average kosher seal area is about 1/10, or 10% in magnitude of other seals across all categories we examined. In fact, not one kosher seal area in our sample pool exceeded other seals on the same packaging or label. Looking at the distributive curves of the two groups - kosher seals vs. other seals - we found that they do not even overlap. The distribution of other seals is far greater than that of the kosher seals. Moving 3σ to the right of the kosher curve did not even meet one half of the average other seal. This construes that there are completely two separate standards (or classes) of display/marketing to the consumer shopper: one for kosher seals and one for other seals. However, this study is not privy to what is causing this. It does, however, lend credulity to the notion that there is a conspiracy between producers and kosher agencies in keeping the kosher seals unusually small compared to others.

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METHODS

DEVELOPMENT OF THE STUDY

Unaware of any similar study of its kind, the comparison of kosher seals to other seals presents itself as a rather straight-forward research project that can deliver numerous results. There are typically several competing supermarkets in most American cities and towns, and experience shows that most name brand products are available across all the stores. Consumers shop through aisles, glancing at products displayed on the shelves. Certainly some shelf space is superior to others when regarding visibility (is the product too high or low to notice the details of a product label for an average height consumer?). This study could not address this quantifiable aspect, but future studies might wish to compare this with this study since there are many articles and claims online that insist that products with kosher seals earn better shelf space in the supermarkets. For this study, the assumption is made that a consumer will pick up the product and examine it or view all products at an equal distance when deciding to examine it.

Also, online shopping has become more popular with Amazon and supermarket online delivery, bringing yet another form of viewing product packaging and their labels via the digital photos online, typically zoomable with multiple front/back imagery. On many of these sites it is possible to see the certification seals, but this is not consistent. Also, many of these sites (like Amazon) list attributes in text form for consumers to read. It should be noted that "kosher" or "kosher-certified" is not consistently included even when the products are kosher-certified. This provides yet another aspect in this marketing realm that could be researched in the future.

Samples were brought to the well illuminated research table and closely measured and analyzed. The study utilized spreadsheet data entry, and statistical results were drawn from the spreadsheet computational programs.

SAMPLING

Thirty-seven (37) products were purchased from a large chain supermarket aiming to represent a fair cross-section of categories frequently purchased by consumers. Our distribution included:

- (2) Bottled Water
- (5) Cereal
- (2) Coffee
- (4) Condiments
- (1) Dishwashing Detergent
- (1) Dried Fruit & Nuts

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- (1) Fish - canned
- (3) Juice
- (1) Milk
- (1) Nuts
- (1) Oatmeal
- (2) Pasta Noodles
- (2) Pasta Sauce
- (1) Popcorn
- (7) Snacks
- (2) Tea
- (1) Vegetables - canned

The minimum requirement for our samples was that the product 1) had to have one kosher seal on it and 2) had to have one other seal to allow comparison. Efforts were made in the search to find products with two or more other seals to give greater insight on whether these sample certification seals form one homogenous group or two separate classes. Analysis was limited to no more than three other seals per product, even if they had more. Many clusters of other seals were found, and this, too, was examined.

The cross section of our samples included 17 different categories found in a typical supermarket, and nine (9) of them permitted within-category comparisons since we had more than one product from those nine.

The total count of certification seals, kosher seals + other seals, was one hundred (100). All samples were products of the United States, with the exception of two: Icelandic Glacial Natural Spring Water and Maille Dijon Originale Traditional Dijon Mustard.

DATA ANALYSIS

A Neiko Stainless Hardened 0-150mm Digital Caliper and a Carson 3.5 inch. diameter illuminated magnifying glass were used to precisely measure the certification seals, slogans and symbols found on the sample products. A standard straight edge ruler with millimeter calibration was used for the larger measurements of label/package side areas. Each seal, symbol or object was measured for area using the most practical geometric formulas, or combination of them. Most certification seals were circular, and so for those a π value of 3.14 was used in our area calculations for πr^2 . Measurements were made to the hundredth decimal point using the caliper. Seals with odd shapes were approximated as best as possible using conventional geometrical shapes.

So that the American reader, not comfortable with the metric system, can better appreciate the measurements found in this study: 1 mm = 0.039 inches. So 10 mm = 0.39 inches, or about 4/10 of an inch. One (1.0) inch = 25.4 mm.

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Many kosher seals are often accompanied by a letter "P" for Pareve or "D" for Dairy, notifying kosher-keeping consumers of this important fact so as to properly follow kashrus dietary laws. This study did not consider these added letters to represent any part of the area measured for kosher seals. However, if the word "KOSHER" was clearly incorporated with the symbol, this was added into the kosher seal area.

The following were measured and observed on all certification seals, symbols and objects:

Kosher Seal area
Kosher Seal short side (ss) or diameter (thickness)
total area of side/label area containing Kosher Seal
Other Seal area
Other Seal short side (ss) or diameter (thickness)
total of side/label area containing Other Seal
recycle seal area (if there was one present)
recycle seal side area
slogan seal area
slogan seal side
total of side/label area containing slogan seal

The following objective observations were made and recorded:

number of sides Kosher Seal found
number of sides of packaging or labels on sample
number of sides Other Seal found
number of sides Other Seal found
number of colors Kosher Seal
number of colors Other Seal
whether Kosher Seal found on front of package/ label
kosher agency name or symbol
food or product category
whether Kosher Seal was co-located with other seal(s)
notes on peculiar observations
brand name of sample
product name
product category
name of Other Seal

The following was calculated:

ratio of Other Seal-to-Kosher Seal
proportion of Kosher Seal-to-label area (impact)

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proportion of Other Seal-to-label area (impact)
ratio of Kosher Seal sides-to-total label sides
proportion of slogan area-to-total side/label area
ratio of recycle area-to-Kosher Seal area
ratio of slogan seal area-to-Kosher Seal area
highest area/label proportion other ratio-to-Kosher Seal proportion same sample

We entered our data into SigmaPlot software (version 14.0) for distribution calculations, curve plots, mean averages, and other statistical data. Apple's iOS Numbers was the primary spreadsheet for initial data entry, and we used this to calculate mean averages and record our objective observations in tables.

Two surveys were also conducted to gather further insight into consumer recognition, behavior and attitudes to certification seals and symbols found on labels. The first was a Symbol Recognition Survey conducted by Survata.com, calling for 200 respondents and screening for members of the Costco Wholesale store who shop there regularly. That survey concluded with 198 respondents. The second was a Consumer Behavior and Attitudes Grocery Label Survey conducted by SurveyMonkey.com totaling 500 respondents.

RESULTS

PROGRAM SIZE

The sample lot of products may not, at first glance, seem substantial, 37, but this lot allowed examination of 37 different Kosher Seals against 63 Other Seals, 32 slogan seals and 23 recycle symbol, totaling 155 objects - a fair assessment covering 17 categories, 22 types of Other Seals, and 8 different kosher agencies or Vaads. There is a heavy weighting in the program sampling for OU Kosher, as this is the largest kosher agency in the world, and they claim to certify over one million items. Their over-representation in this study indicates the strong likelihood of coming across their certification in a random pick of products from a typical supermarket. Also, there are 1427 known kosher agencies or Vaads that perform kosher-certification in the world, with XX of them found in the United States, and so our study represents products found in America, while results may differ in a country where there is a predominance of kosher-keepers, such as Israel.

The eight different kosher symbols (# of samples) and their respective agency/Vaad found in our samples were as follows:

OU (26x) - OU Kosher

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Kof-K (3) - Kof-K Kosher Supervision
CRC (2) - Chicago Rabbinical Council
OK (2) - The Organized Kashrus Laboratories
KSA (1) - Kosher Supervision of America
MK (1) - Montreal Vaad Hair
Peru (1) - Rabino Abraham Benhamu, Comunidad Judia del Peru
Scroll K (1) - Scroll K Vaad Hakashrus of Denver

The Other Seals were represented by the following in our sample lot:

Fair Trade
NON GMO Project Verified (12) CHECK NUMBERS
USDA ORGANIC (11)
CERTIFIED GLUTEN-FREE (6)
Certified Vegan (3)
Rainforest Alliance Certified (2)
100% Whole Grains (2)
American Culinary Chef's Best Taste (1)
Certified (Unsweetened - No Additives - No Preservatives) (1)
Certified B Corporation (1)
DNV-GL Certified Product (1)
Dolphin Safe (1)
EPD (Environmental Product Declaration) (1)
Employee Owned Certified (1) Ethical Tea Partnership (1)
FSC International (1)
Good Housekeeping (1)
Non GMO Verified (1)
NSF Certified (1)
Quality Assurance International Certified Organic (1)
Real California Milk (1) Smart Label (1)
Sustainable Forestry Initiative Certified Sourcing (1)
USDA (1)
USDA Certified Biobased Product (1)
WholeGrainsCouncil.org (1)
Whole 30 Approved (1)
100% Recycled Paperboard Certified (1)
50% Whole Grains (1)
Zero Landfill Company (1)

The following list indicates what we observed and considered to be slogan seals, found on our samples (but not every sample had a slogan seal). Many had borders and were made to look like certification seals. If there were more than one, we only included the most prominent found on the front:

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100% Profits to Charity
Fresh New Look. Same Great Taste
New Look Same Great Taste
27 CALORIES PER CUP
GLUTEN FREE
NO HFCS (No High Fructose Corn Syrup)
#1 RECOMMENDED BRAND
Low Fat
NEW LOOK!
NONGMO
Vist us at: www.belvitabreakfast.com
Made with 100% REAL CHEESE
Bottle is Reusable
MADE WITH MILK FROM COWS TREATED WITH rBST
PEOPLE & PLANET - PETE's COFFEE
CARTON MADE FROM 100% RECYCLED PAPERBOARD
NON GMO
BCTGM Bakery Confectionary Union Made Workers
NO ARTIFICIAL Preservatives, Colors or Flavors
MADE WITH ORGANIC CAGE FREE EGGS
HEART HEALTHY
PALEO
NON GMO
All Natural
BPA FREE
NO DAIRY
110 CALORIES PER 8 FL OZ SERVING
100% SATISFACTION GUARANTEE
8 grams Protein Per Cake
Heart Healthy
Wild Caught

ADVANTAGES AND OBSTACLES

Advantages were gained in that most certification seals, in general, are either circular or rectangular. This made it easy to obtain accurate measurements with the aid of the magnifying glass and caliper. Obstacles included the measuring of certification seals with odd shapes or rough edges. For example, one kosher seal formed the outline of the nation Peru. In situations like this (relatively few), careful consideration was made to use various geometric shapes in combination to best approximate the area. Those with odd shapes were usually larger, and so our methodology was not prone to induce errors that would impact results.

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OTHER DEFINITIONS

"Impact" was a word introduced for calculation in this study, not knowing if there is already an industry term for the *proportion of the area of the certification seal-to-the larger area of the label or side of package*. In trying to derive an added measure of visibility, this ratio gave the study some rational credence by suggesting that an object that takes up 70, 80 or 90% of the space on a label will be more visible than one that takes up 0.70, 0.80 or 0.90% of the same space. Similarly, this study introduced the term **"thickness"** to measure the shortest side (ss) or diameter of a seal. If there is an advertising industry term for these words already, an addendum to this study will update this terminology to conform to industry standards.

"Exposure" was introduced as a term to indicate how many sides of a package the certification seals were found. For instance, there was just one product that was packaged in a six-sided box, and one of the Other Seals was observed on all six sides. Now that is excellent exposure for that certification.

"Exposure Delta" is the ratio of Exposure (Other Seal)-to-Exposure (Kosher Seal) where we used (for comparison purposes) the Other Seal that was found most frequently on the package.

"Seal Cluster" is our term for three or more certification seals grouped closely together for better visibility on a package.

"Slogan Cluster" is our term for a grouping of marketable attributes either in text form or made to look like certification seals (but are not associated with a certifying agency).

COMMENT

The company conducting this study performs this research as an advocate representing a typical consumer. The representative making measurements and observations is degreed in engineering, and is competent in performing the necessary tasks involved herein. The Critical Study on Kosher Certification Seals was initially set up to just measure the areas of Kosher Seals and compare them to a broad range of Other Seals. As soon as the first package labels were observed, it was evident that there were many more objective observations and comparisons to analyze and include for this study. Many of the Other Seals were full of color diversity, while most of the Kosher Seals were just one color (See Table X). Our sample pool of products ranged from small packages to larger, and so we instituted a relative scale called Impact that measured the proportion of all seals compared to the package label or side total, and then compared those Impact numbers. Relating to Impact, we noticed that the thickness or diameter of the seals could play a part in grabbing the consumer's attention, so we included that measurement as well. Other observations included whether or not the kosher seal was on the front of the packaging, as this gave reasonable assessment to visibility for the casual shopper who does not pick up the product and analyze all sides for certifications. Co-location of the Kosher Seals with Other Seals was an interesting observation. There were several products with

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clusters of seals or attributes, and few of them included the Kosher Seal, while not one stated that it was "Kosher Certified". Finally, we recorded the actual text that may have been included on a certification seal, and if it was spelled in capital letters or small text to indicate a seriousness in seeking attention. There certainly seemed to be a minimum certification seal size to permit lettering and text, and our results show that Kosher Seals, in most cases, do not include the word "KOSHER" - perhaps because they are too small to make it practical to work. All measurements and observations can be seen in the following table online: [Data: Critical Study on Kosher Seals](#).

Area: Absent of any camouflage, color, or illusion effect, we can make an *a priori* assertion that larger objects found on the same label will usually stand out more than smaller objects. Optometrists measure a person's eye sight based on a graduation of variously sized letters on a chart, and so we can assume with all other things equal that size matters in general visibility. Size of certification seals is the most essential element in this study, to which we can base our conclusions.

A variety of sources challenge the Kosher Industry by stating that the typical Kosher Seal is too small to notice. But nowhere have we found a study to confirm this - hence the birth of this investigation. We did ask a large kosher agency directly as to why their Kosher Seals were so small and if they could contractually mandate a minimum standard for better visibility, and their reply was: "Kosher certification is not regulated by any authority. Kosher certification is a religious dietary requirement for those who are observant and we can only recommend to our customers where and how to display the [Kosher symbol]. Believe it or not, we have had experiences with companies who refuse to put the symbol on their packaging. As Kosher is a sensitive area, we try our best but cannot dictate." No specific response would be made, even in our follow-up question, as to why they don't include the word "KOSHER" or "KOSHER-CERTIFIED" along with the Kosher Seal. When we asked a local dairy that uses the same kosher agency, they answered the following for why their Kosher Seal is so small: "[Company] makes the decisions on the mandatories on our labels and packaging and we work along side the California Department of Food & Agriculture for compliance." And regarding their not putting "KOSHER" or "KOSHER-CERTIFIED" next to the symbol they replied "The OU symbol meets our standards".

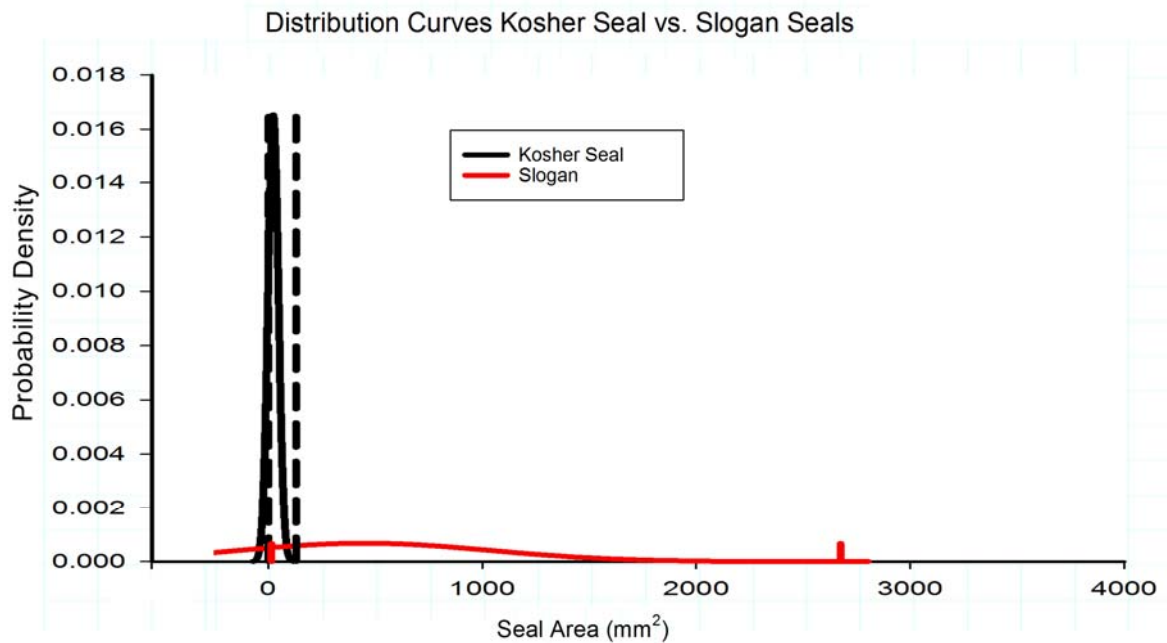
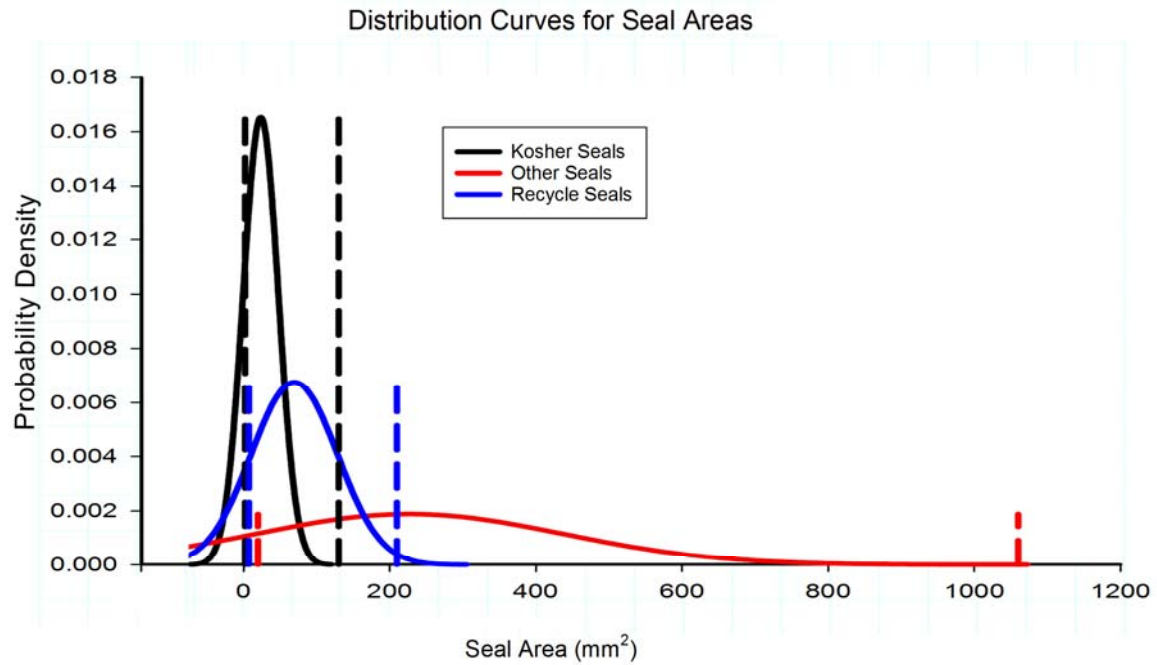
From the 37 samples, the average Kosher Seal measured 23.367 mm², while the average Other Seal (from 63 samples) measured 9.71 times that, 226.957 mm², and the average Recycle Seal (from 23 samples) measured 2.96 times that, 69.241 mm². Rounding these numbers, we find Other Seals averaging ten (10) magnitude larger and Recycle Seals three (3) magnitude larger than Kosher Seals. For comparison sake, given these results, a Kosher Seal three standard deviations (σ) larger than the mean, representing the 99th percentile, would measure about 106 mm², not even one half the mean average of all Other Seals.

The standard deviation *std* for Kosher Seals = 24.123, *std* for Other Seals = 211.287, and *std* Recycle Seals = 59.015. Examining the distributive curves (see Figures 1 and 2) for these respective seal areas clearly indicates that by area measurement alone, these three seal groups represent three separate classes of symbols as found on consumer products. Slogan seals represented the largest marketing objects on packaging, and their comparison with Kosher Seals is also shown.

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Figure 1: Critical Study on Kosher Certification Seals



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Figure 2: Critical Study on Kosher Certification Seals

Table 1: Distribution Results (Kosher Seals/Other Seals/Recycle Seals)

	1	2	3	4
1	Normal Distributions			
2		Kosher Seals	Other Seals	Recycle Seals
3	Average	23.37	226.96	69.24
4	Std Deviation	24.12	211.29	59.02
5	% in Standard	81.43	83.69	84.53
6	High Reading	129.09	1059.08	209.71
7	Low Reading	1.81	19.55	7.15
8	Cp	0.89	0.82	0.57
9	Cpk	0.30	0.33	0.35
10				
11	Limits			
12	LSL	1.80	19.50	7.10
13	USL	130.00	1060.00	210.00
14				
15	Data			
16	Sample Size	37	63	23
17	Number Missing	26	0	40
18	Normality, P Value	No, 0.000	No, 0.000	Yes, 0.058
19				

Table 2: Distribution Results (Kosher Seals/Slogan Seals)

	1	2	3
1	Normal Distributions		
2		Kosher Seal Area	Slogan Area
3	Average	23.37	450.07
4	Std Deviation	24.12	588.24
5	% in Standard	81.43	76.96
6	High Reading	129.09	2674.68
7	Low Reading	1.81	16.32
8	Cp	0.89	0.75
9	Cpk	0.30	0.25
10			
11	Limits		
12	LSL	1.80	16.00
13	USL	130.00	2675.00
14			
15	Data		
16	Sample Size	37	29
17	Number Missing	0	8
18	Normality, P Value	No, 0.000	No, 0.000
19			

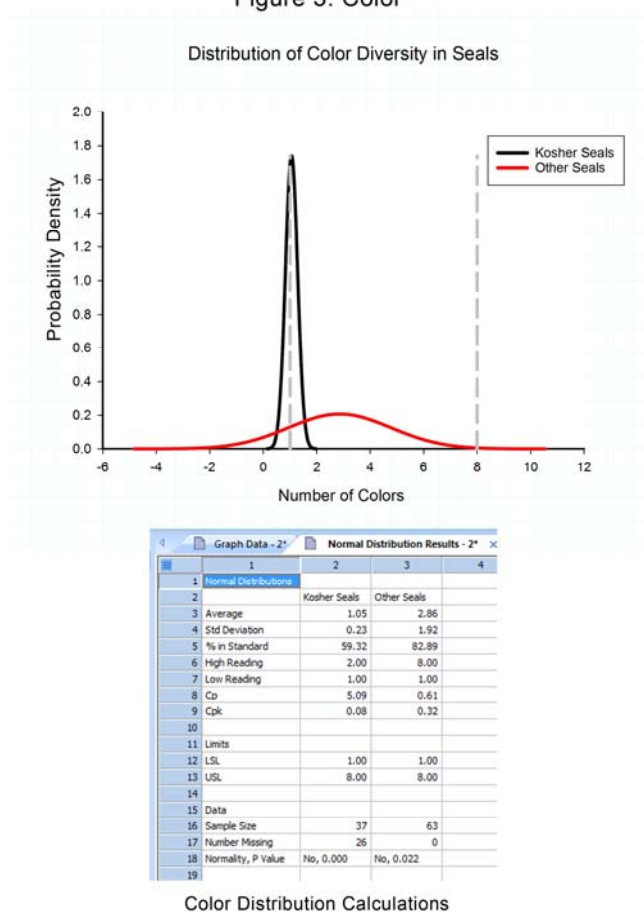
Color: There are many advertising experts who claim the importance of choosing the right color or color combinations to make effective ads. The same relationship might hold true for certification seals as it relates to getting consumer attention. Of the 37 Kosher Seals, all but two were mono-colored, while for the Other Seals there was a broad diversity in color usage including 22 (1 color), 9 (2 colors), 16 (3 colors), 2 (4 colors), 2 (5 colors), 11 (6 colors) and 1 (8 colors). To the naked eye, the seals with multiple colors appeared to stand out more than mono-colored seals. Of course this

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aspect is subjective, but it lends curiosity as to why Kosher Seals do not employ a higher degree of color variety to gain attention. The NON GMO Project Verified seal usually presented a six-color seal that was relatively larger than most Other Seals and really caught the eye easily enough, regardless of what product it was found on. But the size of this seal permitted six colors, while Kosher Seals averaging about one tenth the size of Other Seals might not have sufficient space to print six different colors (see Figure 3 below).

Figure 3: Color



Most of the Kosher Seal colors were printed with black ink. Color experts speak about certain colors standing out, like red. If all kosher seals were mono-colored red, would it be easier for consumers to seek out and notice, despite the small size? Instead, most are printed in black, and the Kosher Seals found in circular form (like the OU Kosher seal - a circled letter "U") could easily be mistaken for the circled "R" registered trademark symbol. And given the prevalence of OU Kosher Seals this lends credence that the Kosher Industry is not concerned with mistaken identity of these symbols.

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There was one product sample, Second Nature California Medley, that had a distinct packaging with a pattern of light green nuts and dried fruits. The OU Kosher Seal was printed in the same light green color and placed very close to the pattern. Anyone looking for this Kosher Seal might insist that this was done intentionally so as to camouflage it from recognition. The reason for this presumption is that most of the text on this package was in a dark brown font - even the "NET WT 12 OZ (340G)" notice at the bottom. The Other Seal on the opposite side of the package was in a dual-colored dark and light brown, distinctly contrasting with the light green and standing out. The Kosher Seal was the only object on this package that blended in to the pattern. This appears to be an intentional means of concealing the fact that it is kosher-certified.

Impact: This study included comparisons of certification seals from packages both small and large. On the smaller side we had a can of StarKist Solid White Albacore Tuna presenting a visible label of 2266 mm², while on the larger side we had the box of Newman's Own Organics Arabica Coffee with sides measuring 55200 mm². Comparing seals from the tuna can with the box 24 times larger would not be relevant, and so we calculated the proportions of the seals compared to their label space, and named this "impact". Similarly, some package sides of the same product may be smaller than another. A seal noticed on the small side of a product may stand out better than the same seal on the larger front, simply because of its relative size. By calculating the impact of the Kosher Seals, the recycle seals, the Other Seals and slogan seals, we could compare how important these seals were to the producer in terms of sending a message or marketing. This impact value was presented as a percentage (%) of the entire label area.

The highest impact percentage was found on a foreign mustard label, Maille Digon Originale, at 1.16% (due to a small glass jar and relatively large Kosher Seal), while the next largest was on U.S. produced Peet's Ground Coffee at 0.65%. The smallest impact was found on the Cascade Platinum Dishwashing Detergent with just 0.01%. Averaging all the Kosher Seal impact values returned 0.18%.

As a comparison, recycle seal impact averaged 0.85%, Other Seals 1.44%, and slogan seals 2.43%.

The impact ratio against Kosher Seals is as follows:

recycle seals-to-Kosher Seals - 4.72 factor greater
Other Seals-to-Kosher Seals - 8.00 factor greater
slogan seals-to-Kosher Seals - 13.50 factor greater

We can conclude that when analyzing area differentials (respectively 2.96X, 9.71X and 19.26X) to impact factors (4.72X, 8.00X and 13.50X), the winner is the recycle seal, gaining a factor of 1.76 from its impact over area alone. Our observation that would reinforce this edge is that many of the recycle symbols are found on the smaller bottom of product packaging, bring the impact ratio up.

Thickness: We included a measure of shortest thickness or diameter as a way to ensure that geometrical area measurements of the seals were relevant to overall visibility to the consumer: a

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large area could be represented as a very thin and long line that is not very noticeable on the label of a product package. This can help corroborate the area differences we found in this study.

The average thickness of Kosher Seals was 4.74 mm and *std* = 2.05. The average thickness of Other Seals was calculated to be 12.90 mm and *std* = 5.93. Keep in mind, for English units of measurement common for Americans, Other Seals thickness averaged 0.51 inches. Since this comes very closely to exactly one half inch, can this study conclude that for most Other Seals the companies are looking at 1/2" as a minimum thickness for good visibility?

Front Viewing: Out of the 37 Kosher Seal samples, 26 were found on the front of the packaging (70.3%) while 11 were not (29.7%). This means that for roughly one third of products, the consumer would have to pick the item up and examine it side by side. And this didn't mean that the Kosher Seal would be found on the side either. Some were on the back, side and even the bottom of a product.

Number of Sides (Exposure): Most products had labeling on multiple sides, and in many cases the certification seals would be duplicated on more than one side of a product. As for Kosher Seals, this occurred in five (5) instances of the 37. And for Other Seals this occurred seventeen (17) times out of 63 products. We calculated the ratio of sides where there was a seal versus the total sides of the package. For instance, on Newman's Own Organics Arabica Coffee there was one Other Seal that was found on six (6) out of six (6) sides of the box (for a ratio of 1:1, or 1.0), while the Kosher Seal was found on just three (3) sides of this product (for a ratio of 1:2, or 0.5). We then calculated the ratio of these Exposure ratios to gauge whether Other Seals were found on more or less sides of product packaging than Kosher Seals on average. In the case of Newman's Coffee, this Exposure Delta would be $1.0/0.5 = 2.0$.

Our average Exposure for Kosher Seals was 0.36. This means that a Kosher Seal was found on 36% of the total available sides of a product package.

The average Exposure Delta (Other Seals-to-Kosher Seals) was 1.32, meaning that Other Seals were found on more sides of packaging 32% of the time in our samples, over all.

Co-Location: Sometimes there was one and maybe two Other Seals on the same side of a label as the Kosher Seal, but often times the Other Seal was on another package side altogether. In not one of these cases was the Kosher Seal co-located with Other Seal(s). Instead, the Kosher Seal was segregated in its own location, be it a corner or otherwise. The Kosher Seal was only co-located with Other Seals in six samples involving seal clusters of three or more seals (see next section), and for all but one of these the co-location was not on the front of the package, but instead on the side or bottom. The Spectrum Culinary Sriracha Mayonnaise was the only example we found where the Kosher Seal was paired up with Other Seals on the front label, in this case a Certified Gluten-Free and NON GMO Project Verified certification seal. However, the OU Kosher Seal here was still magnitudes smaller than the others in this cluster.

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Given this co-location only 16% of the time and in the rare instance of a seal cluster, and observing how Kosher Seals were often found on different sides or corners of the same label from the Other Seals, we can observe that Kosher Seals are usually, and perhaps, purposely placed on their own label real estate. So, if the consumer eye catches one or more of the larger Other Seals on one part of a label, it might be reasonably presumed that they may not look any further, hence missing the Kosher Seal all together.

Seal Clusters: Seal Clusters included three or more certification seals found together in one group for stronger marketing of attributes and easier attention-getting by the consumer. As previously mentioned, seal clusters offered the only cases where the Kosher Seal was co-located with Other Seals, and this occurred in only 16% of our samples.

Slogan Clusters: Many of the product samples included slogan clusters of attributes, sometimes purely in text form as lists, and sometimes made to look like genuine certification seals. One example like this was the Cheribundi Tart Cherry Juice. On three sides - the front, back, and top - it included red colored circles with symbols representing the following: "Cherries Grown in the USA", "100% Juice", "Not from Concentrate", "Gluten Free", and "No Preservatives". Immediately adjacent to these uniform circular seals and included in the cluster was the NON GMO Project Verified certification seal. And so this cluster of five attributes and one Other Seal stands out extremely well. However, there is no mention of "Kosher" or "Kosher-Certified". In fact, the Kosher Seal is placed in, what we consider, an obscure location on the side of the box close to some heavy text that masks it in a way.

Another slogan cluster was found on the Barilla Gluten Free Spaghetti box. This slogan cluster included the following: "Certified Gluten Free", "Produced on a Dedicated Gluten Free Line", "No GMO Ingredients", "Real Pasta Taste and Texture", "Delicious Blend of Corn and Rice", "Pasta the Whole Family Can Enjoy". Each one of these marketable attributes was preceded by a colored checkmark, and this enhances its visibility. Even though this spaghetti product included a small Kosher Seal on the front right corner (away from the much larger "Certified Gluten-Free" Other Seal in the center front), there was no mention of kosher-certification in this slogan cluster.

With the Skinny Pop Popcorn we came across a side of its package with a long, prominent list displayed as a slogan cluster. It also made no mention of "Kosher" or "Kosher-Certified" even though the Kosher Seal was found on the bottom of this package side. It did display in caps the following: "DAIRY FREE", "NON GMO", "GLUTEN FREE", "PEANUT FREE", "TREE NUT FREE", "PRESERVATIVE FREE", "NO ARTIFICIAL FLAVORS", "ZERO TRANS FAT", "A GOOD SOURCE OF FIBER", "NO PFOAs", "NO DIACETYL", "AND DELICIOUS". It is suspiciously conspicuous that all these products, from different food categories, go out of their way to market a number of features, but consistently fail to mention the kosher-certified aspect of it.

Accompanying Text: There is only one Kosher Seal in this study that included the text "KOSHER" as part of the seal, and this was the KSA (Kosher Supervision of America) seal. It, however, was not found on the front of the Peet's Coffee package (like the USDA ORGANIC seal), but rather on the side. Looking at a depiction of the most common Kosher Seals in America^[6], there seems to be very

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few that include the text "KOSHER" embedded in its seal. Probably a more common one besides KSA would be Star D Certification (part of Star K) used for kosher dairy, but this study did not have one of these as a sample. The few other kosher agencies that include it are very small and localized.

Since most of the Other Seals have a minimum short side or diameter of 12.90 mm, there is sufficient space to print legible words that describe their name or what they are certifying. This is not the case with the Kosher Seals. Given this shortcoming on the Kosher Seals size, one might expect some accompanying text added outside the Kosher Seal to spell out what the seals represent - "Kosher-Certified". This has not been noticed on any sample in this study, nor in the thousands of other products this company has examined in preparing the database for the KosChertified? App. If a "Kosher" descriptor exists on a product label besides the Kosher Seal, it would be a rare instance.

This lack of a textualized descriptor for Kosher Seals leads us into the topic of obscure Kosher Seals. Whereas most of the common Other Seals are almost self-explanatory as to what they represent, the lack of the textualized kosher descriptor leaves the consumer with a symbol that must be deciphered. Yes, there are about ten or twelve Kosher Seals that are more common than others in America, but how can the consumer know where to look to figure this out if not even aware that most packaged foods are kosher-certified? Even the Kashrus-observant consumer is probably more clued in by their synagogue as to what resources can decode the Kosher Seal symbols. In fact, the serious kosher-keeper probably has a publication like *The Kosher Supervision Guide* by Kashrut Institute of Brookly, NY, to investigate any of the 1427 kosher agencies and their trademarked seals.

For the layperson, if they had a clue that kosher-certification was so dominant in the supermarket industry, then they could easily presume that any symbol with a "K" in it was a Kosher Seal. But why would a non-observant consumer have this understanding when nearly every major supermarket across the nation has a dedicated Kosher Foods aisle? Suspecting kosher-certified products outside the Kosher aisle could reasonably seem odd, especially when observing the Kosher Seal on an inedible product. Instead, it is possible that these non-descript and trademarked Kosher Seal symbols are simply ignored by most consumers for being obscure markings that do not affect them.

In our supplemental surveys, most consumers were found not to be kosher-certification aware ("**Kosher Aware**"). The most common OU Kosher Seal does not include the letter "K". In fact, one of the Kosher Seals we examined for this study, found on a can of WinCo Artichoke Hearts, was so obscure and unfamiliar to us that we had to call the company to find out which agency was involved. Their customer service rep couldn't even answer this without making calls. It turned out that this was the Kosher Seal that came from the country of Peru.

Survey Supplements: Our Symbol Recognition Survey confirmed that these Kosher Seals may just appear like obscure markings, unfamiliar to the average consumer. To gauge this, we surveyed Costco members who shop there regularly, and quizzed them on the OU Kosher Seal as it might be found on an inedible product, aluminum foil. Whereas the very ubiquitous nature of the OU Kosher Seal should spur greater familiarity of the OU symbol regardless, this is how those surveyed responded to the following question:

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Q: You're at a supermarket. What does this symbol [OU Kosher Seal] mean on aluminum foil package?

A: Kosher Certified - **10.1%**
Usable With Food - 24.2%
United Aluminum Certified - 27.8%
United Metal Workers Certified - 12.6%
U.S. Department of Agriculture Certified - 22.7%
Other - 2.5%

Some may argue that the question was unfair by using aluminum foil instead of a food product. But in our scanning of Costco's Kirkland proprietary brand products, we found the OU Kosher Seal on every conceivable product including olives, apple cider vinegar, complete nutrition shakes, protein bars, infant formula, bottled still water, sparkling water, aluminum foil, plastic food wrap, orange juice, coffee, yogurt, raisins milk chocolate, almonds, canola oil cooking spray, extra virgin olive oil, milk, eggs, and much more. There was a different Kosher Seal on their dishwashing detergent - COR (Kashruth Council of Canada), and our survey tested respondents on this seal's recognition. Even though it is one of the larger seals we've noticed during this study, only 1.5% recognized it (3 out of 198 respondents).

As a reference to the preceding Kosher Seal questions, we found much greater recognition of one popular Other Seal, as well as other common symbols found on typical food packaging:

Certified Gluten Free seal - 69.7% (only the circled GF was shown to respondents)
Recycle symbol - 89.4%
Registered Trademark symbol - 56.1%

The Certified Gluten Free seal was recognized seven (7) times better than the OU Kosher Seal, even though the OU Kosher Seal is 82 years older in the U.S. food market.

The second survey we conducted would look more into shopper behavior and attitudes, and from that we concluded that the majority (58%) of 500 respondents either "would prefer there'd be no religious organization intervening in the food they buy" or found important that "a higher level of transparency [be placed] on the product label (as with a certification seal) [when religious organizations act as intermediaries and supervise the production of a consumer food product]". Now given that 28% of the respondents selected that "the usual transparency level is fine" in this last case, we must determine what dictates the usual transparency?

We have recycle symbols, Kosher Seals, Other Seals, and Slogan Seals covering all the samples in our study. We have to ask which one a consumer might consider a "usual" level and "higher" level of transparency for certification seals. Our survey showed that 89% can recognize the recycle seal, and it averages 3 times larger than Kosher Seals. Certainly there has been a broad effort to market eco-friendly activities like recycling, and this symbol has been used heavily. This symbol is also found on trash cans themselves, granting the symbol further exposure. As for most Other Seals, many of them are developed by non-religious non-profits that must disclose financials and are purposely

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trying to spread popularity of their certification mission. To accomplish this aim, their seals are averaging 10 times the size of Kosher Seals, usually include some text that makes clear what they represent, and are often clustered or paired with more like this. Should this be defined as "usual transparency" for honest labeling since we find more Other Seals than Kosher Seals? Finally, the Slogan Seals that we recorded were strongly pushing a marketable attribute or feature that the producers used as a selling point (e.g. "Heart Healthy", "All Natural", "Low Fat" and "New Look"). These averaged 450.07 mm² in area measurement, about 19 times larger than Kosher Seals. Is this the kind of "higher level of transparency" our respondents were thinking of when religious organizations are putting seals on products? This, in fact, may be excessive. But our opinion is that meeting the same average size as the Other Seals would be a reasonable measure that balances what most non-profits are already doing while exposing the religious Kosher Seal at a size that will attract attention and permit consumers to exercise choice based on awareness.

Overall Conclusions: We have proposed a number of factors that may contribute to the visibility, and hence the transparency of various seals found on products both edible and inedible. These include seal area, color, seal impact, thickness, whether it was front viewable, total side exposure, co-location with other seals, clusters, and accompanying text. Every one of these factors was closely scrutinized covering 100 genuine certification seals plus 23 recycle symbols and 32 slogan seals on 37 different products covering 17 separate product categories.

In every single factor, the Kosher Seals as a group was found to represent the low value against all else. The size differential of Kosher Seals place them in a class of their own, usually segregated, unusually small and rarely providing even one extra trim color to make it "pop" out at the consumer. Not one Kosher Seal in our study was larger than any Other Seal found on same product. Gathering all of these factors together we can make a fair judgment that Kosher Seals are the *least* visible seals on product labels and packaging. It's no wonder that the most common Kosher Seal has been confused with the registered trademark symbol, a very common small symbol found on most products.

This study has found that companies are placing sloganeering that includes NON GMO and GLUTEN FREE with average sizes of 450 mm², likely because they find these attributes truly marketable, regardless that there are genuine certification seals that do the same. We did not find one sample that included any sloganeering for "KOSHER" or "KOSHER-CERTIFIED", and so this places in doubt the claim by the kosher industry that companies pay for kosher-certification for marketing purposes. Clearly, if this were the case, the KOSHER descriptor would have appeared in at least one of the textual clusters of attributes that were found in our samples. It did not.

When the larger Other Seal is usually in a different space on the package, often paired up with more Other Seals, and often popping out at the consumer with extra color, would typical consumer behavior have them look any further? We don't believe so. They are not in a Kosher section of the store, so why would someone who doesn't follow a kosher diet be on the lookout for Kosher Seals? Our behavior survey^[5] did indicate that 37% scrutinize the labels regularly, while 38% seldom or occasionally. Now that's a fair majority. However, the same survey indicated that only 10% are

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regularly looking for religious certification seals on these products. Assessing these shopping behavioral patterns from our survey, and while Other Seals and sloganeering are large factors more visible and transparent, we can affirm that Other Seals and sloganeering are catching a broad scope of consumer eyes. However, the Kosher Seals are only being noticed by at most, 10% of the population (as confirmed by OU Kosher Seal recognition at 10.1%). If they are not noticed by the majority of consumers, then most consumers are not kosher aware.

Given that:

- 1) the kosher industry is nearly one century old
- 2) a new fad of certification seals (Other Seals) is consistently more transparent and recognizable
- 3) companies are not matching the visibility/transparency of Kosher Seals to Other Seals or symbols, and so companies do not care to match Kosher Seal visibility with Other Seals
- 4) companies consistently avoid using "KOSHER" in textual sloganeering or attribute clusters
- 4) companies are not consistent in putting Kosher Seals on front labels
- 5) companies are consistent in keeping Kosher Seals disproportionately small and *least* visible
- 6) an example of possible camouflaging a Kosher Seal out of normal visibility was found

We conclude that there is a conspiracy that keeps consumers from becoming kosher aware in their shopping behavior at the supermarkets, and it starts with the low transparency in the Kosher Seals themselves. We can presume that the mechanism resides in the normalized (and secretive) practices of the general food and distribution industry, perhaps aided by confidentiality agreements between kosher agencies and the companies to which we are not privy. Only an inside whistleblower might bring more light on this subject-matter, and this has not yet occurred. The companies spew out a multitude of reasons why they employ kosher-certification, and it all leads to product growth. But the conspiracy lies in not boldly marketing this feature as they do Other Seals and sloganeering.

The irony in our results and conclusions should peek the suspicions of many: how kosher awareness is kept so miniscule while the kosher industry grows and manifests itself as a goliath in the certification business. The word *clandestine* was brought up in our introduction, and it relates to secrecy. We conclude that Mrs. Marian Strack had a good sense for the conspiracy that was already evolving back in 1954, and she wished to inform her constituency at the Daughters of the American Revolution conference in Trenton that year. Since there is little publicized to promote kosher awareness, this study has shown one means of keeping it on the down low. Our experience in general inquiries from companies and agencies on Kosher Seals returned vague replies like "it meets our standards", "it's confidential", "that's proprietary information", and these further deny access to kosher awareness.

As far as the ADL's article^[4] smearing organizations for calling the kosher industry service fee a "kosher tax", we agree that this is not a tax, but rather a regular part of doing business in the American retail food and supermarket industry today (especially if companies are going to get into large scale distribution). So the snub on calling it a "tax" is made because consumers have no choice in this religious certification when it lands on their favorite products. There are never any equivalents produced that are NOT Kosher-Certified (NKC) for the same product. The ADL does, in

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their article, label people "extremists" for calling this a "kosher conspiracy". On this point, we would like to point out that the only thing proven extreme are the measurements, calculations, and observations on Kosher Seals - all designed to result in low transparency. Companies may be paying the kosher industry for product and business growth, but clearly not for marketing Kosher Seals to consumers.

Future Research: In completing this study, the results presented ideas that can be further analyzed in the future, hence broadening the scope of this consumer phenomena to discern more insight. These ideas include 1) measuring what percentage of given products found in a supermarket in each category are kosher-certified, 2) expanding this current study to include a broader sample of categories, 3) studying all commonly found products in one specific category, 4) studying the Kosher Seals on products found in the Kosher Section of a supermarket, and comparing those Kosher Seal results to this study, and 5) observing from a fair sample of supermarkets how many categories of food and kitchen products offer no alternative but kosher-certified products.

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Table 1
Kosher Seal Data

Product Name	Company	Kosher Seal Area (mm ²)	Shortest Side/Diameter (mm)	Number of Seals on Package	Total Sides on Package	Area of Package Side/Label (mm ²)	Ratio Kosher-to-Total Sides	Impact (%)
Newman's Own Organics Arabica Coffee	Keurig	11.82	3.88	3	6	55200	0.5	0.021
Honey Oat Crunch Cereal	Cascadian Farm Organic	20.34	5.09	1	6	50310	0.167	0.04
Sunrise Crunchy Maple Cereal	Nature's Path Organic	65.58	9.14	1	6	16900	0.167	0.388
Skinny Pop Popcorn	Sunny Pop	19.74	5.86	1	6	9792	0.167	0.202
Tart Cherry Juice	Cheribundi	14.85	4.35	1	6	20500	0.167	0.072
Pure Leaf Real Brewed Tea	Pure Leaf	4.56	2.41	1	4	8832	0.25	0.052
Cascade Platinum Dishwashing Detergent	Cascade	3.33	2.06	1	4	24000	0.25	0.014
Snyder's Rods Pretzels	Snyder's of Hanover	10.22	6.51	1	2	45900	0.5	0.022
Original Multi-Grain baked snack crackers	Milton's Craft Bakers	15.9	4.5	1	6	29835	0.167	0.053
Spiracha Mayonnaise	Spectrum Culinary	5.89	2.74	1	2	5000	0.5	0.118
Newman's Own Organics Marinara	Newman's Own	6.38	2.85	1	3	7225	0.333	0.088
BelVita Breakfast Biscuits	BelVita	25.06	5.65	1	6	18850	0.167	0.133
Cheese It Baked Snack Crackers	Kellogg	8.97	3.38	1	6	33867	0.167	0.026
Just Water 100% Spring Water	Just Goods, Inc.	5.1	2.55	1	4	8965	0.25	0.057
Lucerne Low-fat Milk	Lucerne Dairy Farms	16.89	3.68	1	2	6174	0.5	0.274
Peet's Ground Coffee - Organic French Roast	Peet's Coffee, Inc.	53.55	5.74	1	4	8229	0.25	0.651
DeCecco Spaghetti no. 12	DeCecco Spaghetti	19.7	5.01	1	6	22240	0.167	0.089
Barilla Spaghetti GLUTEN FREE	Barilla	9.13	3.41	1	6	19275	0.167	0.047

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Table 1 (continued)
Kosher Seal Data

Product Name	Company	Kosher Seal Area (mm ²)	Shortest Side/Diameter (mm)	Number of Seals on Package	Total Sides on Package	Area of Package Side/Label (mm ²)	Ratio Kosher-to-Total Sides	Impact (%)
Instant Chia Oatmeal	Simple Truth Organic	19.23	4.95	4	6	24400	0.667	0.079
Snack Crackers	Simple Truth Organic	31.55	6.34	2	6	27840	0.333	0.113
Organic Biscuits Cinnamon Harvest Cereal	Kashi	8.92	3.37	1	6	54846	0.167	0.016
California Medley Almonds, Raisins, Pistachios, Dried Cranberries	Second Nature	32.15	6.4	1	2	33970	0.5	0.095
Glazed Pecans	Emerald	65.57	9.14	2	2	25740	1	0.255
Organic Mayonnaise	Best Foods	8.7	3.33	1	2	4528	0.5	0.192
Great Grains Cereal Crunchy Pecan	Post	23.92	5.52	1	6	45100	0.167	0.053
Stone Ground Mustard	Organicville	6.92	2.97	1	2	4900	0.5	0.141
Pure Cranberry 100% Juice	Lakewood Organic	27.13	4.71	1	2	7702.5	0.5	0.352
Constant Comment Black Tea	Bigelow	12.97	3.18	1	6	5307.2	0.167	0.244
Restaurant Style Thin & Crispy Authentic Mexican Tortilla Chips	Mission	52.12	8.44	1	5	61250	0.2	0.085
Glacial Natural Spring Water	Icelandic	10.63	3.68	1	4	5973.8	0.25	0.178
Dijon Originale Mustard	Mailed	33.58	6.54	1	2	2901.7	0.5	1.157
Free to Eat Oatmeal Raisin Cookies	Cybele's	25.33	5.68	1	6	8786.3	0.167	0.288
Pure Premium 100% Orange Juice	Tropicana	16.54	4.59	2	2	8097.4	1	0.204
Artichoke Hearts	WinCo Foods	27.35	2.32	1	2	7479.2	0.5	0.366
Organic Millet & Brown Rice Ramen	Lotus Foods	129.09	9.67	1	3	28750	0.333	0.449

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Table 1 (continued)
Kosher Seal Data

Product Name	Company	Kosher Seal Area (mm ²)	Shortest Side/Diameter (mm)	Number of Seals on Package	Total Sides on Package	Area of Package Side/Label (mm ²)	Ratio Kosher-to-Total Sides	Impact (%)
Old-Fashioned Oats	Signature Kitchens	14.05	4.23	1	2	29973	0.5	0.047
Solid White Albacore Tuna	StarKist	1.81	1.52	1	2	2266	0.5	0.08
Mean Average		23.37	4.74					0.18

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REFERENCES

^[1] "Rabbi, Mrs. Strack Issue Statements On Controversial Talk Before DAR" The Daily Register (Red Bank, NJ) 3/25,1954, p.37-38: "I gave them an example of a cryptic symbol - the unidentified U or K - that appears on innumerable household products and that means the product is kosher. Then I pointed out how easy it was to place these symbols on packages used daily where they went unnoticed."

<https://semiticcontroversies.blogspot.com/2012/07/the-kosher-food-tax-debunking-debunkers.html>:
"...they have not taken the time to understand that the argument is being made not against the jews per se, but rather against a wider practice of charged religious certification without the assent or knowledge of those not of that group."

Symbol Recognition Survey conducted by Survata, Inc. 7/18/19

^[2] <https://mynkcproducts.com/the-claim/>

^[3] "New Jersey DAR Pickled Over 'Kosher' Talk" The Austin American (Austin, TX) 4/02/1954

^[4] <https://www.adl.org/resources/backgrounders/the-kosher-tax-hoax-anti-semitic-recipe-for-hate>

^[5] <https://www.surveymonkey.com/results/SM-YJG3XHS27/>

^[6] <http://www.crcweb.org/agencies.pdf>