

Table 1

Product	Brand	Kosher Seal Area	Kosher Seal Diameter or Shortest Side (SS)	Number of Sides Kosher Seal Found	Number of Package/Label Sides Total	Total Area of Side with Kosher Seal (largest)	Ratio Kosher Seal Sides-to-Total Label Sides	Proportion of Kosher Seal-to-Label Area (%)	Certification Seal #1 Name	Certification Seal #2 Name
Newman's Own Organics Arabica Coffee	Keurig	11.82	3.88	3	6	55200	0.500	0.021	Fair Trade	USDA ORGANIC
Honey Oat Crunch Cereal	Cascadian Farm Organic	20.34	5.09	1	6	50310	0.167	0.040	NON-GMO Project	USDA ORGANIC
Sunrise Crunchy Maple Cereal	Nature's Path Organic	65.58	9.14	1	6	16900	0.167	0.388	NON-GMO Project	USDA ORGANIC
Skinny Pop Popcorn	Sunny Pop	19.74	5.86	1	6	9792	0.167	0.202	Certified Gluten-Free	NON-GMO Project
Tart Cherry Juice	Cheribundi	14.85	4.35	1	6	20500	0.167	0.072	NON-GMO CERTIFIED	
Pure Leaf Real Brewed Tea	Pure Leaf	4.56	2.41	1	4	8832	0.250	0.052	RAINFOREST ALLIANCE CERTIFIED	
Cascade Platinum Dishwashing Detergent	Cascade	3.33	2.06	1	4	24000	0.250	0.014	GOOD HOUSEKEEPING	Smart Label
Snyder's Rods Pretzels	Snyder's of Hanover	10.22	6.51	1	2	45900	0.500	0.022	NON-GMO Project	
Original Multi-Grain baked snack crackers	Milton's Craft Bakers	15.90	4.50	1	6	29835	0.167	0.053	USDA ORGANIC	NON-GMO Project
Spiracha Mayonnaise	Spectrum Culinary	5.89	2.74	1	2	5000	0.500	0.118	Certified Gluten-Free	NON-GMO Project
Newman's Own Organics Marinara	Newman's Own	6.38	2.85	1	3	7225	0.333	0.088	USDA	
BelVita Breakfast Biscuits	BelVita	25.06	5.65	1	6	18850	0.167	0.133	Wholegrainscouncil.org	
Cheese It Baked Snack Crackers	Kellogg	8.97	3.38	1	6	33867	0.167	0.026	Sustainable Forestry Initiative Certified Sourcing	
Just Water 100% Spring Water	Just Goods, Inc.	5.10	2.55	1	4	8965	0.250	0.057	Certified B Corporation	FSC International
Lucerne Low-fat Milk	Lucerne Dairy Farms	16.89	3.68	1	2	6174	0.500	0.274	REAL CALIFORNIA MILK	
Peet's Ground Coffee - Organic French Roast	Peet's Coffee, Inc.	53.55	5.74	1	4	8229	0.250	0.651	USDA ORGANIC	

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DeCecco Spaghetti no. 12	DeCecco Spaghetti	19.70	5.01	1	6	22240	0.167	0.089	EPD (Environmental Product Declaration)	DNV-GL CERTIFIED PRODUCT
Barilla Spaghetti GLUTEN FREE	Barilla	9.13	3.41	1	6	19275	0.167	0.047	Certified Gluten-Free	
Instant Chia Oatmeal	Simple Truth Organic	19.23	4.95	4	6	24400	0.667	0.079	USDA ORGANIC	
Snack Crackers	Simple Truth Organic	31.55	6.34	2	6	27840	0.333	0.113	USDA ORGANIC	
Organic Biscuits Cinnamon Harvest Cereal	Kashi	8.92	3.37	1	6	54846	0.167	0.016	NON GMO Pproject	Quality Assurance International CERTIFIED ORGANIC
California Medley Almonds, Raisins, Pistachios, Dried Cranberries	Second Nature	32.15	6.40	1	2	33970	0.500	0.095	NON GMO Project	
Glazed Pecans	Emerald	65.57	9.14	2	2	25740	1.000	0.255	NON GMO Project	Certified Gluten-Free
Organic Mayonnaise	Best Foods	8.70	3.33	1	2	4528.02	0.500	0.192	USDA ORGANIC	
Great Grains Cereal Crunchy Pecan	Post	23.92	5.52	1	6	45100	0.167	0.053	NON GMO Project	50%+ Whole Grains
Stone Ground Mustard	Organicville	6.92	2.97	1	2	4900	0.500	0.141	USDA ORGANIC	WHOLE 30 approved
Pure Cranberry 100% Juice	Lakewood Organic	27.13	4.71	1	2	7702.52	0.500	0.352	USDA ORGANIC	CERTIFIED Unsweetened - No Additivers - No Preservatives...

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Constant Comment Black Tea	Bigelow	12.97	3.18	1	6	5307.19	0.167	0.244	Ethical Tea Partnership	ZERO LANDFILL COMPANY
Restaurant Style Thin & Crispy Authentic Mexican Tortilla Chips	Mission	52.12	8.44	1	5	61250	0.200	0.085	Gluten-Free	
Glacial Natural Spring Water	Icelandic	10.63	3.68	1	4	5973.83	0.250	0.178	NSF CERTIFIED	
Dijon Originale Mustard	Mailed	33.58	6.54	1	2	2901.65	0.500	1.157	American Culinary Chef's Best Taste	
Free to Eat Oatmeal Raisin Cookies	Cybele's	25.33	5.68	1	6	8786.31	0.167	0.288	Gluten Free	NON GMO Project
Pure Premium 100% Orange Juice	Tropicana	16.54	4.59	2	2	8097.37	1.000	0.204	NON GMO Project	
Artichoke Hearts	WinCo Foods	27.35	2.32	1	2	7479.17	0.500	0.366	EMPLOYEE OWNED CERTIFIED	
Organic Millet & Brown Rice Ramen	Lotus Foods	129.09	9.67	1	3	28750	0.333	0.449	USDA ORGANIC	100% WHOLE GRAIN
Old-Fashioned Oats	Signature Kitchens	14.05	4.23	1	2	29972.88	0.500	0.047	100% WHOLE GRAIN	
Solid White Albacore Tuna	StarKist	1.81	1.52	1	2	2266.02	0.500	0.080	Dolphin Safe	
Average		23.37	4.74	1.22		21105.54	0.36	0.18		

Product	Certification Seal #3 Name	Slogan Seal or Attention Grabber	Area of Slogan Seal	Slogan Area-to-Label Total Area Proportion (%)	#1 Area	#1 SS	#2 Area	#2 SS	#3 Area	#3 SS
Newman's Own Organics Arabica Coffee		100% Profits to Charity	2674.68	4.845	710.78	22.84	760.24	31.12		
Honey Oat Crunch Cereal	USDA CERTIFIED BIOBASED PRODUCT	Fresh New Look. Same Great Taste	1498.36	2.978	279.73	14.36	218.40	16.68	823.92	20.88
Sunrise Crunchy Maple Cereal	Certified Gluten-Free*	New Look Same Great Taste	1356.48	3.261	195.84	12.00	209.07	16.32	89.20	10.66
Skinny Pop Popcorn	CERTIFIED VEGAN	27 CALORIES PER CUP	234.94	0.978	28.92	6.07	52.32	6.07	40.47	7.18
Tart Cherry Juice		GLUTEN FREE	103.46	0.170	216.56	11.38				
Pure Leaf Real Brewed Tea		NO HFCS (NO HIGH FRUCTOSE CORN SYRUP)	209.08	2.074	338.64	20.78				
Cascade Platinum Dishwashing Detergent		#1 RECOMMENDED BRAND	235.21	0.980	317.94	15.09	37.21	6.10		
Snyder's Rods Pretzels		Low Fat	434	0.946	679.5	22.65				
Original Multi-Grain baked snack crackers	Pro-Cert ORGANIC				366.25	21.60	404.50	17.22	112.50	6.58
Spiracha Mayonnaise		NEW LOOK!	50.87	1.017	24.53	5.59	91.22	8.27		
Newman's Own Organics Marinara		NONGMO	230.45	3.190	179.22	15.11				
BelVita Breakfast Biscuits		Visit us at: www.belvitabreakfast.com	614.59	7.064	367.13	17.06				
Cheese It Baked Snack Crackers		Made with 100% REAL CHEESE	762.86	2.253	141.10	6.37				
Just Water 100% Spring Water	Rainforest Alliance Certified	Bottle is Reusable	76.73	0.856	79.76	10.08	221.33	9.85	111.16	11.90
Lucerne Low-fat Milk		MADE WITH MILK FROM COWS TREATED WITH rBST**	292.09	4.731	301.83	18.84				
Peet's Ground Coffee - Organic French Roast		PEOPLE & PLANET - PETE's COFFEE			124.82	12.61				

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DeCecco Spaghetti no. 12					246.18	15.69	246.18	15.69		
Barilla Spaghetti GLUTEN FREE					129.22	12.83				
Instant Chia Oatmeal		CARTON MADE FROM 100% RECYCLED PAPERBOARD	673.10	7.479	196.46	15.82				
Snack Crackers		NON GMO	157.40	0.565	226.07	16.97				
Organic Biscuits Cinnamon Harvest Cereal	100% Recycled Paperboard CERTIFIED	BCTGM Bakery Confectionary Union Made Workers	57.95	0.402	178.46	10.43	84.94	8.92	150.89	7.43
California Medley Almonds, Raisins, Pistachios, Dried Cranberries					482.48	18.73				
Glazed Pecans		NO ARTIFICIAL Preservatives, Colors or Flavors	247.52	0.962	230.622	13.30	102.73	11.50		
Organic Mayonnaise		MADE WITH ORGANIC CAGE FREE EGGS	432.78	9.558	120.70	12.40				
Great Grains Cereal Crunchy Pecan		HEART HEALTHY	176.58	0.392	1059.08	27.90	360.78	14.89		
Stone Ground Mustard	CERTIFIED VEGAN	PALEO	30.57	0.624	31.35	6.32	33.06	6.49	34.30	6.61
Pure Cranberry 100% Juice		NON GMO			127.21	12.73	331.25	7.65		

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Constant Comment Black Tea		All Natural	93.44	1.037	153.64	6.18	78.03	9.97		
Restaurant Style Thin & Crispy Authentic Mexican Tortilla Chips					212.16	16.44				
Glacial Natural Spring Water		BPA FREE	16.32	0.273	19.55	4.99				
Dijon Originale Mustard					167.33	14.60				
Free to Eat Oatmeal Raisin Cookies	CERTIFIED VEGAN	NO DAIRY	64.00	0.473	26.59	5.82	51.61	6.1	32.26	6.41
Pure Premium 100% Orange Juice		110 CALORIES PER 8 FL OZ SERVING	134.29	1.658	214.43	12.26				
Artichoke Hearts		100% SATISFACTION GUARANTEE	321.94	4.304	135.95	13.16				
Organic Millet & Brown Rice Ramen	NON GMO Project	8 grams Protein Per Cake	543.08	1.349	475.82	24.62	135.32	10.19	327.79	15.55
Old-Fashioned Oats		Heart Healthy	1292.76	4.313	341.90	16.39				
Solid White Albacore Tuna		Wild Caught	36.51	1.611	29.88	6.17				
Average			450.07	2.43						

Product	Recycleable Seal Area	Recycleable Side Total Label Area	Proportion of Recycleable Seal Area-to-Label Area (%)	Number of Sides #1	Number of Sides #2	Number of Sides #3	Area Ratio #1-to-Kosher Seal	Area Ratio #2-to-Kosher Seal	Area Ratio #3-to-Kosher Seal	Area Ratio Recycleable-to-Kosher Seal
Newman's Own Organics Arabica Coffee	33.26	74400	0.045	6	6		60.134	64.318	N/A	2.814
Honey Oat Crunch Cereal	88.55	9312	0.951	1	1	1	13.753	10.737	40.507	4.353
Sunrise Crunchy Maple Cereal	114.92	16900	0.680	1	1	1	2.986	3.188	1.360	1.752
Skinny Pop Popcorn				2	2	2	1.465	2.650	2.050	
Tart Cherry Juice				3			14.583			
Pure Leaf Real Brewed Tea				1			74.263	0.000	0.000	
Cascade Platinum Dishwashing Detergent				1			95.477	11.174	0.000	
Snyder's Rods Pretzels	9.45	45900	0.021	1			66.487	0.000	0.000	0.925
Original Multi-Grain baked snack crackers	32.00	8816	0.363	4	2	1	23.035	25.440	7.075	2.013
Spiracha Mayonnaise				1	2		4.165	15.487	0.000	
Newman's Own Organics Marinara	11.40	7225	0.158	1			28.091	0.000	0.000	1.787
BelVita Breakfast Biscuits	107.09	8700	1.231	1			14.650	0.000	0.000	4.273
Cheese It Baked Snack Crackers	106.64	9480	1.125	1			15.730	0.000	0.000	11.889
Just Water 100% Spring Water	63.86	8965	0.712	1	1	1	15.639	43.398	21.796	12.522
Lucerne Low-fat Milk	102.39	8100	1.264	1			17.870	0.000	0.000	6.062
Peet's Ground Coffee - Organic French Roast				1			2.331	0.000	0.000	

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DeCecco Spaghetti no. 12				1	1		12.496	12.496	0.000	
Barilla Spaghetti GLUTEN FREE	153.01	8483	1.804	2			14.153	0.000	0.000	16.759
Instant Chia Oatmeal	200.35	9000	2.226	1			10.216	0.000	0.000	10.419
Snack Crackers	36.32	10150	0.358	2			7.165	0.000	0.000	1.151
Organic Biscuits Cinnamon Harvest Cereal	209.71	9750	2.151	1	1	1	20.007	9.522	16.916	23.510
California Medley Almonds, Raisins, Pistachios, Dried Cranberries				2			15.007	0.000	0.000	
Glazed Pecans				2	2		3.517	1.567	0.000	
Organic Mayonnaise	24.70	3959.41	0.624	1			13.874	0.000	0.000	2.839
Great Grains Cereal Crunchy Pecan	100.24	7776	1.289	2	1		44.276	15.083	0.000	4.191
Stone Ground Mustard	40.14	2159.78	1.859	2	1	1	4.530	4.777	4.957	5.801
Pure Cranberry 100% Juice	24.60	7702.52	0.319	1	1		4.689	12.210	0.000	0.907

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Constant Comment Black Tea	45.51	9013.28	0.505	1	1		11.846	6.016	0.000	3.509
Restaurant Style Thin & Crispy Authentic Mexican Tortilla Chips							4.071	0.000	0.000	
Glacial Natural Spring Water	7.15	5973.83	0.120	1			1.839	0.000	0.000	0.673
Dijon Originale Mustard				1			4.983	0.000	0.000	
Free to Eat Oatmeal Raisin Cookies				2	1	1	1.050	2.038	1.274	
Pure Premium 100% Orange Juice	28.24	8097.37	0.349	1			12.964	0.000	0.000	1.707
Artichoke Hearts	31.12	7479.17	0.416	1			4.971	0.000	0.000	1.138
Organic Millet & Brown Rice Ramen				1	1	1	3.686	1.048	2.539	
Old-Fashioned Oats				1			24.335	0.000	0.000	
Solid White Albacore Tuna	21.89	2266.02	0.966	1			16.508	0.000	0.000	12.094
Average			0.85							5.79

Product	Cert#1 Area-to-Label Area Proportion (%)	Cert#2 Area-to-Label Area Proportion (%)	Cert#3 Area-to-Label Area Proportion (%)	Highest Area/Label Proportion Ratio to Kosher Seal Proportion	Highest Sides Cert-to-Kosher Ratio	Total Area Certification Label #1	Total Area Certification Label #2	Total Area Certification Label #3	Total Area Label with Slogan Attention Grabber	Food Category
Newman's Own Organics Arabica Coffee	1.288	1.377		64.31	2.00	55200	55200		55200	Coffee
Honey Oat Crunch Cereal	0.556	0.434	6.731	166.09	1.00	50310	50310	12240	50310	Cereal
Sunrise Crunchy Maple Cereal	0.471	0.503	0.214	1.29	1.00	41600	41600	41600	41600	Cereal
Skinny Pop Popcorn	0.295	0.534	0.413	2.66	2.00	9792	9792	9792	24021	Popcorn
Tart Cherry Juice	0.357			4.958	3.0	60705			60705	Juice
Pure Leaf Real Brewed Tea	3.360			64.61	1.0	10080			10080	Tea
Cascade Platinum Dishwashing Detergent	1.759	0.155		125.643	1.0	18080	24000		24000	Detergent
Snyder's Rods Pretzels	1.480			67.273	1.0	45900			45900	Snacks
Original Multi-Grain baked snack crackers	1.228	1.356	1.010	25.58	4.0	29835	29835	11136		Snacks
Spiracha Mayonnaise	0.491	1.824		15.458	2.0	5000	5000		5000	Condiment
Newman's Own Organics Marinara	2.481			28.19	1.0	7225			7225	Pasta Sauce
BelVita Breakfast Biscuits	1.948			14.65	1.0	18850			8700	Snacks
Cheese It Baked Snack Crackers	1.488			57.23	1.0	9480			33867	Snacks
Just Water 100% Spring Water	0.890	2.469	1.240	43.32	1.0	8965	8965	8965	8965	Bottled Water
Lucerne Low-fat Milk	4.889			17.84	1.0	6174			6174	Milk
Peet's Ground Coffee - Organic French Roast	0.730			1.12	1.0	17100			17100	Coffee

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DeCecco Spaghetti no. 12	2.944	2.944		4.52	1.0	8362	8362			Pasta
Barilla Spaghetti GLUTEN FREE	0.670			14.15	1.0	19275				Pasta
Instant Chia Oatmeal	0.805			10.216	0.25	24400			9000	Oatmeal
Snack Crackers	0.812			7.165	1.0	27840			27840	Snacks
Organic Biscuits Cinnamon Harvest Cereal	0.325	0.590	1.548	96.75	1.0	54846	14404	9750	14404	Cereal
California Medley Almonds, Raisins, Pistachios, Dried Cranberries	1.420			14.95	2.0	33970				Dried Fruits & Nuts Mix
Glazed Pecans	0.896	0.399	0.000	3.51	1.0	25740	25740	25740	25740	Nuts
Organic Mayonnaise	2.666			13.874	1.0	4528.02			4528.02	Condiment
Great Grains Cereal Crunchy Pecan	2.348	2.733		51.57	2.0	45100	13200		45100	Cereal
Stone Ground Mustard	0.640	0.675	0.700	4.96	2.0	4900	4900	4900	4900	Condiment
Pure Cranberry 100% Juice	1.652	4.301		12.22	1.0	7702.52	7702.52		7702.52	Juice

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Constant Comment Black Tea	1.705	0.866		6.99	1.0	9013.28	9013.28		9013.28	Tea
Restaurant Style Thin & Crispy Authentic Mexican Tortilla Chips	0.346			4.071	2.0	61250			2061.16	Snacks
Glacial Natural Spring Water	0.327			1.839	1.0	5973.83			5973.83	Bottled Water
Dijon Originale Mustard	5.767			4.983	1.0	2901.65				Condiment
Free to Eat Oatmeal Raisin Cookies	0.197	0.587	0.367	2.038	2.0	13520	8786.31	8786.31	13520	Snacks
Pure Premium 100% Orange Juice	2.648			12.964	0.5	8097.37			8097.37	Juice
Artichoke Hearts	1.818			4.967	1.0	7479.17			7479.17	Vegetables - canned
Organic Millet & Brown Rice Ramen	1.182	0.471	1.140	2.633	1.0	40250	28750	28750	40250	Pasta
Old-Fashioned Oats	1.141			24.335	1.0	29972.88			29972.88	Cereal
Solid White Albacore Tuna	1.319			16.508	1.0	2266.02			2266.02	Fish
Average				27.44	1.32				32.00	

Product	Kosher Seal on Front (Y or N)	Colors Kosher Seal	Colors Cert#1	Colors Cert#2	Colors Cert#3	Kosher Seal Co-Located with Other Certifications	Kosher Agency	Notes
Newman's Own Organics Arabica Coffee	Y	1	4	3		N	OU	
Honey Oat Crunch Cereal	Y	1	6	3	6	N	OU	
Sunrise Crunchy Maple Cereal	N	1	6	3	2	N	OU	
Skinny Pop Popcorn	N	1	1	2	1	Y/N	CRC	
Tart Cherry Juice	N	1	6			N	OU	
Pure Leaf Real Brewed Tea	N	1	1			N	OU	
Cascade Platinum Dishwashing Detergent	Y	1	1	2		N	OU	
Snyder's Rods Pretzels	Y	1	6			N	OU	
Original Multi-Grain baked snack crackers	Y	1	3	6	1	N	OU	
Spiracha Mayonnaise	Y	1	1	6		Y	OU	
Newman's Own Organics Marinara	Y	1	3			N	OU	
BelVita Breakfast Biscuits	Y	2	4			N	OU	
Cheese It Baked Snack Crackers	Y	1	2			N	OK	
Just Water 100% Spring Water	Y	1	1	1	1	N	OU	
Lucerne Low-fat Milk	Y	1	3			N	Kof-K	
Peet's Ground Coffee - Organic French Roast	Y	1	2			N	KSA	1) Certified Organic by QAI displayed on side, 2) Seal does say "KOSHER"

Product	Kosher Seal on Front (Y or N)	Colors Kosher Seal	Colors Cert#1	Colors Cert#2	Colors Cert#3	Kosher Seal Co-Located with Other Certifications	Kosher Agency	Notes
DeCecco Spaghetti no. 12	Y	1	8	5		N	OU	
Barilla Spaghetti GLUTEN FREE	Y		1			N	OU	"GLUTEN FREE" text found on all 6 sides of box
Instant Chia Oatmeal	Y	1	3			N	OU	NON GMO Seal (not a certification) co-located with USDA ORGANIC
Snack Crackers	Y	1	3			N	OU	NON GMO Seal has 3 colors and co-located with Cert 1 seal
Organic Biscuits Cinnamon Harvest Cereal	Y	1	5	1	1	N	OU	Slogan shows that product is made by Union Members: There is also a large USDA Organic Seal Not included here
California Medley Almonds, Raisins, Pistachios, Dried Cranberries	Y	1	2			N	OU	Kosher Seal is literally camouflaged by package design
Glazed Pecans	Y	2	6	2		N	OU	Kosher Seal is collocates with others on back side
Organic Mayonnaise	Y	1	3			N	OU	Wrap-around label on jar; Recycleable Symbol on bottom of jar
Great Grains Cereal Crunchy Pecan	Y	1	6	3		N	OU	We excluded Recycleable Text that was boxed and connected to symbol
Stone Ground Mustard	Y	1	3	3	1	N	OU	Six certification and slogan seals found clustered on back label (not including kosher seal)
Pure Cranberry 100% Juice	Y	1	3	3		N	Kof-K Kosher	Large boxed "Choose GLASS NON-TOXIC BPA, BPS & DEHP FREE" Slogan on back label

Product	Kosher Seal on Front (Y or N)	Colors Kosher Seal	Colors Cert#1	Colors Cert#2	Colors Cert#3	Kosher Seal Co-Located with Other Certifications	Kosher Agency	Notes
Constant Comment Black Tea	N	1	1	1		N	Kof-K Kosher	Cluster of 6 certifications and seals found on bottom, excluding kosher seal
Restaurant Style Thin & Crispy Authentic Mexican Tortilla Chips	N	1	1			Y	CRC Kosher	Kosher seal found on back: Kosher seal not found in slogan box citing all the attributes!
Glacial Natural Spring Water	N	1	1			Y	OU	Foreign product from Iceland shows fairly equally sized certification and slogan seals
Dijon Originale Mustard	Y	1	2			N	MK	We considered the Best Taste Award to be a Certification by www.chefsbest.org
Free to Eat Oatmeal Raisin Cookies	N	1	1	1	1	Y	OU	Kosher seal grouped with other seals on bottom of box
Pure Premium 100% Orange Juice	Y	1	6			N	OK	One of few products found with kosher seal displayed more than other seals
Artichoke Hearts	N	1	1			N	Peru Kosher Agency*	Foreign kosher agency from Peru: EO seal really stands out and is legible
Organic Millet & Brown Rice Ramen	N	1	2	3	6	Y	Scroll K	
Old-Fashioned Oats	N	1	3			N	OU	
Solid White Albacore Tuna	Y	1	1			N	OU	Cluster of 5 seals on back including recycle but excluding kosher
Average	37.00	1.06	3.03		2.22			