

# our Community

December 2016

## SAFELY KOSHER

CANADA KOSHER JOINS WITH WORLD'S TOP  
FOOD SAFETY EXPERTS IN INITIATIVE TO HELP  
SMALL – MEDIUM SIZED BUSINESSES.

- ▶ **(MK) PROUDLY WELCOMES  
RABBI PINTO**
- ▶ **JCC WELCOMES THREE  
NEW RABBIS TO TOWN**
- ▶ **PICS OF THE MONTH**



Jewish Community  
Council of Montreal

Conseil de la Communauté  
Juive de Montréal

ועד הקהילה דמונטריאל

COMPANY HIGHLIGHT: JUSPUR





# MESSAGE FROM THE DIRECTOR



Dear Friend,

Only a few weeks back, we completed a full month of all the Yomim Tovim/Jewish holidays. We are now back into the regular mode of work and we have much to look forward to, over the next few months. As it states, Kol Yom Yehiyou b'Einecha K'Chadashim-every day it should be in your eyes as new. We must look for ways to improve on a constant basis, to upgrade and to be better people. Both in our personal lives and in our work ethic.


At the MK-Canada's Kosher Certifier & Jewish Community Council of Montreal, there is a lot happening, which we are very glad to share with you in these newsletters. The MK Kosher Tour will be commencing where people in synagogues around Montreal will be able to pose their questions and concerns regarding any topic which they may have and I look forward to addressing these questions and giving answers to you, who deserve the explanations. Suggestions are also always welcome.

During the past few months, we have had the pleasure of hiring Rabbi Maimon Pinto, well-known in Montreal for his Shiurim and interpersonal relationship with the community. Rabbi Pinto will coordinate the training of new Mashgichim and will also be responsible for the checking of bakeries and restaurants, ensuring they adhere to the standards required.

As we look forward to Chanuka, there is much to be done. Let's continue in our quest to do things better, together with you.

B'Hatzlacha.

*Rabbi Saul Emanuel*  
DIRECTOR


 - Canada's Kosher Certifier  
Jewish Community Council  
of Montreal

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## WE ARE STRIVING TO SERVE YOU BETTER:

should you have any suggestions, questions or ideas, or if you'd like to see an article written on a certain subject email [kalmanemanuel@mk.ca](mailto:kalmanemanuel@mk.ca)



We'd Love to hear from you!






# PROUDLY WELCOMES RABBI PINTO!

**RABBI MAIMON PINTO JOINS  TEAM  
OF KASHRUTH PROFESSIONALS.**

“With the appointment of Rabbi Pinto as our Rabbinical Coordinator & Training Facilitator,  is taking another important step in cementing our position as the leader in Kashruth in Canada and North America,” explains Rabbi Saul Emanuel.

Working together with  Rabbanim and office staff, Rabbi Pinto drafted Montreal’s first bilingual Mashgiach Manual. This will serve as the uniform guide for all of ’s over one hundred and twenty mashgichim.


“I will be offering classes on the guide,” says Rabbi Pinto. “Courses will be divided based on language and whether the Mashgiach works in a restaurant, factory or institution. The Mashgichim will have the opportunity to hone their skills and ask questions they may have which have evolved over the course of their employment.”

Along with his other skills, Rabbi Pinto is an expert on Teloim (bugs) and spends much time in the  lab checking different seasonal fruits and vegetables to ascertain which are acceptable for each season. He will be visiting  bakeries and food establishments to work with both the mashgichim on site and the company, ensuring the highly acclaimed  requirements are met and in place.

Rabbi Pinto was born in Israel and moved to Montreal with his family in 1986. He was educated in Hillel Montreal, later continuing on to Yeshiva in Morristown, New Jersey.

His final year of yeshiva was spent in Israel at Yeshiva ‘Shuva Yisrael’. He received his rabbinical ordination (semicha) from Kollel Or Yaakov in Rechovot Israel where he continued learning for three years.

Rabbi Pinto is a much beloved teacher in Montreal, giving weekly classes at the Montreal Torah Center on topics ranging from the weekly Torah portion (parsha) to Jewish holidays and interpersonal relationships. Last year Rabbi Pinto launched a very successful series on Shalom Bayit – Peace in the Home for women. He also teaches at Congregation Nahar Chalom giving classes for college and university students.


“I look forward to working closely with Rabbi Saul Emanuel, Rabbi Peretz Jaffe, and most notably Chief Rabbi Weiss and all the Rabbanim of the ” states Rabbi Pinto. “We share a common commitment to constantly upgrading the principles, guidelines and work practices associated with our mashgichim.”





# SAFELY KOSHER

*First appeared in the CJN reprinted with permission.*

Canada's Kosher Certifier, which issues the  Hechsher, is determined that the food it certifies not only meets its Kashrut requirements, but international standards for food safety as well.

The Council formerly known as the Vaad Ha'ir announced on Oct. 10 that it is partnering with Food with a Conscience and Medina Quality Food Assurance Services to assist small and medium-sized kosher food manufacturers and suppliers in improving their safety standards.

Noting that this will benefit consumers beyond those in the Jewish Community Council, Executive Director Rabbi Saul Emanuel said "Canadians are the big winners. They will have more confidence in the food they're putting on their tables."

An international advisory committee of independent academic and industry experts will guide this effort.

"Small and medium-sized businesses are increasingly going to have

and the United States Food and Drug Administration in order to have access to domestic shelves and export markets," said committee member Albert Chambers, head of Ottawa-based Monachus Consultant, which has been involved in the development of Canada's food safety and traceability policy.

GFSI is described as an industry-driven effort providing guidance along the food supply chain, overseen by the Paris-based Consumer Goods Forum, which was founded in 2009 and has representation from more than 70 countries.

"This is a costly and time-consuming challenge for many small and medium-sized businesses and customers. Competent authorities have agreed that individual companies should be able to move for-

Canada, is determined to help our existing and future clients meet this challenge."

Central to this effort will be an on-line registry where food suppliers can obtain up-to-date information, and together with their customers monitor their progress toward meeting international standards.

Based on their results, Food With a Conscience will award companies one of three levels of rating: bronze (meeting the basics of the GFSI global market program), silver (intermediate) and gold for the highest standards.

"I wish to stress that a bronze rating means that basic standards have been met but that there is room for improvement," said Danielle Medina, President of Food With a Conscience.

"Achieving gold status means that all GFSI requirements have been met. An external audit and certification will have to be completed."


The council has been concerned with ensuring the safety of the food it certifies for some years.

In 2011, it was one of the kashrut certifying bodies in Canada to share a grant from the federal government for a project aimed at setting national standards, which it co-ordinated. Medina Quality Food Assurance Services and Food With a Conscience, private companies that serve as consultants to industry on food safety, were also partners in that endeavour.

*"Canadians are the big winners. They will have more confidence in the food they're putting on their tables" Rabbi Saul Emanuel.*

to meet internationally accepted standards and regulations as dictated by the Global Food Safety Initiative (GFSI) and government bodies like the Canadian Food Inspection Agency

ward in phases over an extended period of time," Chambers said.

Rabbi Emanuel said, ", which already works with a large number of kosher food manufacturers across





This project helps kosher food manufacturers identify the ingredients used in the preparation of foods, ensuring that each ingredient is ko-sher, and then recording the information using specially designed software, Rabbi Emanuel noted.

"There is no question that kosher certification respects and enhances food quality and safety standards throughout the whole food supply chain, including raw and semi-manufactured foodstuffs and final products in all principal segments such as meat, fish, dairy, fruit and vegetables, bread and beverages," stated Rabbi Emanuel.

"In the current climate of food fraud where manufacturers use products that are not identified on their labelling to the detriment of consumers, kosher certification becomes an important asset.

"Recent examples of fraud include the misidentifying of the place of origin of fish and the doctoring of 100 per cent real parmesan cheese with cut-rate substitutes and such fillers as wood pulp. Incidents like these shatter consumer confidence, and the MK takes pride in its contribution to maintaining the integrity of our food system."

Medina said, "By participating in this program, small and medium-sized specialty food businesses will gain

the confidence of retailers and food service operators, which in turn will lead to increased sales at home and abroad."

The advisory committee will provide input on food safety developments, specialty food issues, and audit and certification standards. Besides Chambers, the members are Stephane Cadieux, food safety manager, Gate Gourmet Canada Inc; Prof. Samuel Godefroy of the Department of Food Science at Université Laval; Jeff Hall, Director of Quality Assurance at Metro Ontario Inc.; Dr. Nikos Mavroudis, Senior Lecturer in Food Science and Program Leader in Food and Nutritional Sciences at Northumbria University; Anick Provost, Director of the Food Safety Allergen Control Program at Allergies Québec; Kevin Swoffer, Director, KPS Resources Ltd. and Past Chairman of the GFSI Technical Committee; and Paul Valder, President of the Gluten-Free Certification Program.



# PICS OF THE MONTH



*Rabbi Saul Emanuel meets Homeland Security Border Patrol Officers to explain about the Lulav and Etrog.*



*Chief Rabbi Weiss writes a letter at a recent Hachnasat Sefer Torah at Young Israel.*



*Rabbi David Banon, Member of The Vaad HaRabbanim visits the famous A1 Fish store.*



# THE WARMEST WELCOME

## Jewish Community Council of Montreal together with Rabbinical Council of Canada Warmly Welcomes three new Rabbis to Montreal!

The highlight of a recent meeting of the RCC was the welcoming of three new Rabbis to the Montreal Jewish Community.

Rabbi Yechezkel Freundlich has become the spiritual leader of Tifereth Beth David Jerusalem, fondly called TBDJ. Rabbi Anthony Knopf is the new rabbi of the Beth Ora Congregation in St. Laurent and Rabbi Yedidya Noiman is now heading the Kollel Torah Metzion.

Following a short speech by Rabbi Orenstein, Rabbis Freundlich, Knopf and Noiman spoke about themselves; where they come from and what they hope to accomplish in their new positions. It was then that the rest of the rabbis in the room, hailing from every part of Montreal, officially greeted the new rabbis and welcomed them to our community.

On behalf of those present, Rabbi Banon gave a D'var Torah speaking about how privileged everyone in Montreal is to serve the community and the importance of spreading Yiddishkeit – Torah and Mitzvot, throughout our city. Following his address, he humbly bestowed a bracha upon those present.

Rabbi Emanuel, Executive Director then praised the Montreal Community for its beauty in unity and strong sense of community. He then went on to speak about new, very positive developments in the Beth Din regarding *Gittin* – divorce process.

On behalf of the JCC we wish the new Rabbis  
the best of luck in their new positions!







**AFTER TRYING ALL KINDS OF DIFFERENT RECIPES**, spending hours combining ingredients, fruits and vegetables, testing and tasting, Peter Klein and his partners took a leap of faith and opened their Juspur store on Bernard in Montreal in 2014. Today the juice bar is flourishing, and their drinks are sold over the island of Montreal, in Laval, and on the North and South shores. Their next 'stop' is Ontario and then onto the vast United States market.

## WHAT'S IN A JUSPUR?

All of Juspur's Juices are 100% organic certified and kosher. When purchasing produce, they do their utmost to buy local, supporting farmers in the area.

When Juspur began, they started out selling six basic flavors: 2 greens, 2 reds and 2 citrus styles. Now the sky is the limit. Included in the product line-up is homemade, non-dairy almond milk made from the freshest almonds. Right now their most popular flavor is R3 made from oranges, turmeric and carrots. Their R3 juice was featured in Air Canada's magazine entitled En Route.

"And our drinks have health benefits as well," explains Peter Klein. "Booster Shots, for example, are a hot item. Consisting of ginger, lemon and cayenne pepper, they are great for digestion. Their E3 Green and Blue drinks are fantastic for concentration and focusing."

Each juice is good for the health of different parts of the body, and Juspur's professional staff is able to explain both the juices


and their benefits. For example, some help relax you while others are good for muscle tone.

Cleansing is popular these days, and Juspur has a package for those who want a few days to give their system a rest.

Low in iron? Lacking Vitamin C? Lactose intolerant? Crohn's disease? Juspur could be part of the answer!

## JUSPUR KOSHER

The savvy Juspur owners, always aware of the massive kosher market, made sure to obtain their kosher certification quickly. "The transition was not only seamless, but also pleasant."

The efficient and experienced staff at  guided us in finding and developing products that were commercially viable and healthy while also being kosher and organic. "They made securing the kosher certification process painless and quick," says Peter Klein.



## JUICES ARE NOT JUST FOR THE GYM

Lest you think juices are geared to gym 'rats', think again. Juspur distributes to stores, sport centers, sushi bars, gyms and of late, the airport in Montreal. Getting our product into the airport was important as everyone knows healthy food choices are few and far between when traveling," notes Mike Ursine, the chef behind Juspur.

# MK's Kosher Minute

- ? "What's the story with coffee machines at rest areas?"
- ? "Can I use small peanut butters from a Kosher brand with no Kosher symbol on package?"
- ? "What's going on in Cavendish Mall, another new Kosher restaurant?!"
- ? "Can I order any drink I want at any bar?"

Join the **TENS OF THOUSANDS** of Canadians as they delve into the all popular "Kosher Minute" – *One Minute a week, packed with the latest Kosher news and answers.*



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MK- CANADA'S KOSHER CERTIFIER

## YOUR QUESTIONS. ANSWERED.

YOUR CHANCE TO QUIZ  
**RABBI SAUL EMANUEL**,  
EXECUTIVE DIRECTOR AT MK,  
CANADA'S KOSHER CERTIFIER  
& JCC ON KASHRUT, MK  
POLICIES AND PROCEDURES,  
GEIRUT AND BETH DIN.



**BETH TIKVA**  
TUESDAY NOVEMBER 22ND AT 7 PM

**BETH ORA**  
SUNDAY DECEMBER 4TH AT 7 PM

**AGUDATH ISRAEL**  
SUNDAY DECEMBER 11TH AT 8 PM

BRING THIS INTERACTIVE EVENT TO YOUR  
HOME, SYNAGOGUE OR SCHOOL. EMAIL  
**INFO@MK.CA** NOW TO BOOK YOUR DATE.