

## MERMELSTEIN CATERERS, INC.

The Finest, Most Elegant, Glatt Kosher  
CATERING AT ALL LOCATIONS

THE SAME OWNERSHIP  
AND MANAGEMENT FOR  
OVER 40 YEARS

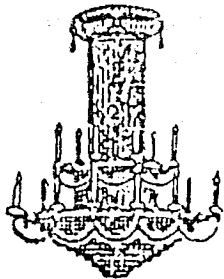
Supervision By The  
RABBINATE OF K'HAL ADAS JESHRUN  
Available Upon Request

EDDIE AND BERNICE MERMELSTEIN  
(718) 778-3100

Setting The Style In Glatt Catering

# Elite Caterers

Of Lawrence



CHOICE ESTABLISHMENTS IN BROOKLYN,  
QUEENS AND NASSAU INCLUDING  
ALL LEADING N.Y. HOTELS

THE KATZ FAMILY

• 516-239-0966 • (718) 337-6381 •

GLATT KOSHER Under the Supervision Of

VERY  
VIP

# The Governor's Conference

By Felise Gross/Dir. of Kosher Marketing

N.Y.S. Dept. of Agriculture & Markets

The first Governor's Conference for the Kosher Food Industry is now history, but the excitement, the stimulus, the challenge it engendered will linger with the participants for many months to come. Not even the Commissioner of Agriculture and Markets of the State of New York, Dr. Donald G. Butcher could have envisioned the impact such a conference would have, when he conceived of its idea several months ago.

Quite appropriately it was Commissioner Butcher who welcomed the conferences of more than 200 delegates, on a rain swept Tuesday, May 17, 1988 at the Sheraton Centre Hotel. He stressed in his opening remarks his hope that the conference would demonstrate New York State's determination to facilitate a warm and profitable climate for the burgeoning billion-dollar-a-year kosher food industry.



(Left to Right) Dr. Isaac Lewin post chairman of Advisory Board for Kosher Law Enforcement, Dennis Rapps Advisory Board member, Lieutenant Governor Stan Lundine.

"We recognize that there are great opportunities for New York agriculture to serve the kosher community to the benefit of all concerned," Commissioner Butcher said. "There are about 750,000 families in New York who observe kosher practice, more than in any other area of the world outside of Israel. These families represent a multi-million dollar market for our food industry."

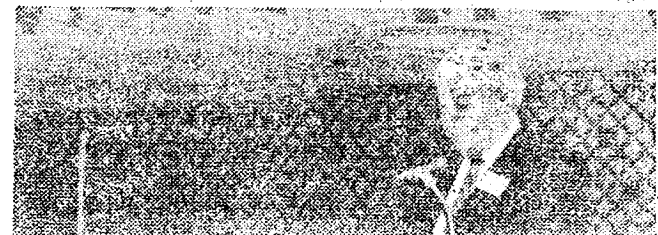
New York Attorney General Robert Abrams, who followed Dr. Butcher to the podium, reiterated his department's commitment to the integrity and reliability of

The Merchants panel included Mickey Feldberg, the director of consumer services and home economist for the Food Emporium; Dr. Avrum Pollack, president of Star Certification; Howard Tisch, president of the Greater New York Metropolitan Food Council; and Rabbi Yosef Wikler, editor, **Kashrus Magazine**. The panel discussion included a slide presentation by Ms. Feldberg of kosher services and promotions which she directs at the Food Emporium. There was also a discussion on the issue of private label packaging and some of the problems which this phenomenon presents.

And if the panels were star studded, the audience was equally impressive, including such major food processors and retailers as Nabisco, General Foods, Kedem Wines, Pechter Baking, Waldbaums, Sloans, Key Food and many others. The New York Food Merchants and other trade groups also attended, as well as legislators, rabbis and government people from New York, New Jersey, Illinois, Texas, Missouri, Colorado and Canada.

After the morning session and so much discussion of food, it seemed only right to break for lunch well-catered by Arthur Schick. The lunch featured a keynote address by Lieutenant Governor Stan Lundine who spoke animatedly and eloquently about the economic opportunities for New York as a leading producer and consumer of kosher foods. The luncheon itself was hosted most ably by the newly appointed chairman of the New York State Advisory Board on Kosher Law Enforcement, Mr. Gerald Feldhamer.

After *bircas hamazon* led by the distinguished Dr. Isaac Lewin, the group returned to panel discussions. The Kosher Marketing panel included Rabbi Menachem Genack, Rabbinic Administrator of the OU who described the process by which a processor may acquire kosher supervision; Yosi Heber, associate product manager of



IS IN BROOKLYN  
 AU INCLUDING  
 N.Y. HOTELS  
**FAMILY**

'18) 337-6381 •

e Supervision Of  
 nkrantz Shlita

y Of Kosher Foods  
 OTH #534  
 ave Never Seen Before.  
 ine Of UNGER PRODUCTS  
 ABBI MOSHE NEUSCHLOSS

**1 Foods Inc.**

oklyn, N.Y. 11204  
 100

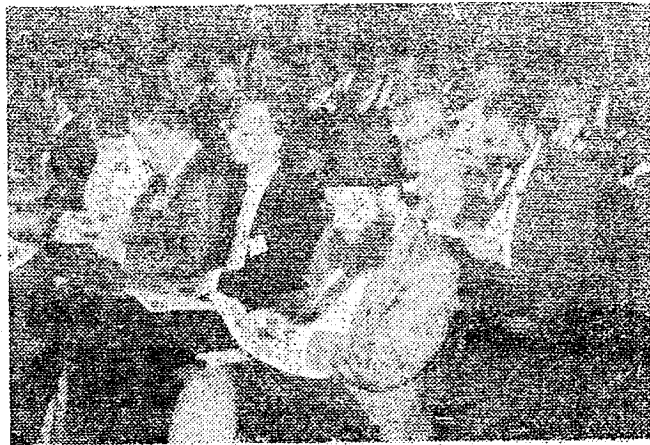
ents The  
**en Kabaret**

Aliza Chapter  
 ew York  
 ook around  
 ecipes  
 rge Passover section  
 its own index  
 easy to read  
 2 for \$25  
 ipping

AMIT Cookbook  
 ide, N.Y. 11572

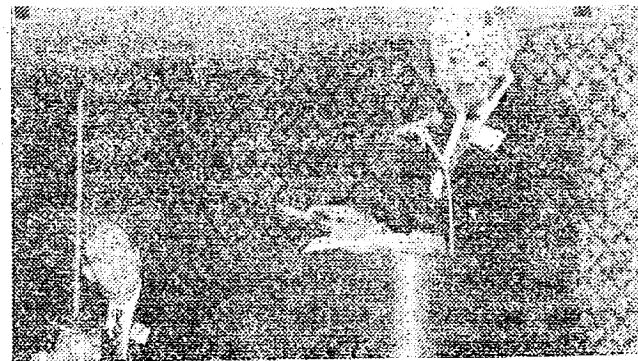
"There are about 750,000 families in New York who observe kosher practice, more than in any other area of the world outside of Israel. These families represent a multi-million dollar market for our food industry."

New York Attorney General Robert Abrams, who followed Dr. Butcher to the podium, reiterated his department's commitment to the integrity and reliability of kosher products marketed as kosher. Then Dr. Steven Cohen, the distinguished professor of sociology at Queens College, held the audience enthralled with his study of the demographics of the kosher consumer. Who is he? Where is he? And, how does one reach him? In contrast to Professor Cohen's statistical presentation, Rabbi Ephraim Buchwald the current director of the National Jewish Outreach Program, spoke eloquently and passionately on *kashrus* as the symbol of one's commitment to one's religion.



Conference attendees at opening general session.

The participants were then released to attend either a panel discussion on Kosher and Modern Technology or a Merchants panel. The panelists on Kosher and Modern Technology included Rabbi Chaim Goldzweig, Midwest Director of *Kashrus* for the OU, Dr. Judith Leff; an ingredient technologist who is a consultant to KOF K Kosher Supervision as well as the OU; Rabbi Don Yoel Levy, director of the Organized Kashrus Laboratories, and Dr. Joe Regenstein, professor of Food Science at Cornell University. A lively discussion ensued ranging from methods of improving communication between processor, kosher supervisory organization and consumer, to a technical discussion of the source of commonly used enzymes.



(Left to Right) Attorney General Robert Abrams, Dr. Donald G. Butcher, Commissioner of Agriculture and Markets of the State of New York.

General Food Corporation; Menachem Lubinsky, president of Lubicom; and Irving Silverman, the Expo managers of the kosher Food and Jewish Life Expo. The Kosher Legislation panel was moderated by Assemblyman Sheldon Silver who outlined all the existing New York State legislation. Mike Rosen, the Legislative Representative of the New York State Food Merchants Association made suggestions for changes in the current legislation and suggested that New York State adopt some of same new legislation which New Jersey has enacted. Dennis Rapps, executive director of COLPA and Rabbi Harvey Senter, executive administrator of the Kof K Supervision also served as panelists. Assistant Commissioner Anthony M. Papa moderated the Meat Purveyors panel at which David Hill, president of 999 Kosher Provisions made a plea for greater sources of supply of kosher meat and manpower. Rabbi Moshe Heinemann emphasized the importance of proper labeling and tagging of kosher meat. Rabbi Shulem Rubin, director of the New York State Kosher Law Enforcement and Jerome M. Luks, general counsel for National Foods Incorporated were also panelists.

Each speaker and panelist presented a technical and scholarly paper. A closing reaction panel was held at which time a representative of each panel summarized the proceedings and answered questions.

In truth, the forgoing recital of panel topics and discussants cannot convey the excitement, the electricity, the mood of the conference. For the first time competitors, adversaries and friends gathered under one roof to compare notes, take stock, plan ahead, exchange ideas and even grievances with a government agency that clearly indicated it was there to help.