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Dairy Admits It Erroneously Mislabeled Passover Chocolate Milk

New Jersey's largest dairy, Tuscan Dairy Farms, has admitted it erroneously mislabeled chocolate milk as Kosher for Passover during April and has signed an out-of-court agreement with the Division of Consumer Affairs "to pay for the costs of the Division's investigation and administrative and legal expenses in the amount of \$5,000," Attorney General W. Cary Edwards announced.

According to the agreement, Tuscan Dairy Farms, 750 Union Avenue, Union, distributed from April 1 to May 1 an undetermined number of containers of "Nestles Quik" chocolate milk with the symbol of the Union of Orthodox Jewish Congregations of America (OU), a Kosher supervision service, indicating the product was Kosher for Passover. Nestles Quik has not been a product under the supervision of the OU for Passover use.

Attorney General Edwards said the State has begun to closely monitor Kosher food symbols to see that they are used with authorization, in order to protect consumers of those foods against fraud. Kosher foods often command premium prices, he said.

"The State is monitoring the use of Kosher food

symbols to ensure that consumers get what they pay for," Edwards said. "The mislabeling of food as kosher will be prosecuted to the full extent of the law," he said.

During the course of this investigation it came to the attention of the Kosher Enforcement Bureau that there are numerous Kosher food symbols in the marketplace that are being misused and abused, said James J. Barry Jr., Director of the Division of Consumer Affairs, which includes the Bureau.

"Food manufacturers are put on notice that the Division does not take lightly any presentation of false information to consumers, whether caused by carelessness or an intent to mislead," Director Barry said. "The State will vigilantly pursue unauthorized use of Kosher food symbols," he said.

Barry said a letter from a consumer to the Kosher Enforcement Bureau Chief, Rabbi Yakov M. Dombroff, alerted the Division to the problem. The Union of Orthodox Jewish Congregations of America (OU) is the world's largest Kosher supervising agency, Rabbi Dombroff said, and as such bears considerable responsibility for the integrity of kosher food.

Sen. Changes Exam Date Because Of Succoth

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