


August 2018 - Elul 5778

Shalom U'Bracha,


I am writing to you on behalf of the Vaad Hoeir of St. Louis - OV Kosher. Over the past number of months, I have spearheaded a campaign to contact companies that have been seen using our  trademarked symbol to connote Vegan status as opposed to Kosher status. Unfortunately, this phenomenon has led to consumer confusion regarding which products are properly kosher supervised.

We hired Husch Blackwell a nationally acclaimed law firm who specialize in trademark law, to guide us on how to best stop this violation of our rights. Although we have met with some measures of success on the legal front, the continuation of this uphill battle is not a viable option. Therefore, the Vaad Hoeir of St. Louis has therefore decided to modify our symbol to ensure that integrity is maintained with our Kosher logo. Concurrently we are updating our website (ovkosher.org) to include a comprehensive listing of consumer kosher certified products as well as those products not under our supervision (we hope to have this ready in October).

I am pleased to share with you that our new logo will appear as:



We are in the process of notifying our companies of the new logo requirements and expect it to appear on packaging as soon as they are able to process new labels.

In the interim, please let me know immediately if you encounter any products with a questionable  symbol. If possible please send me an email - ykowalsky@ovkosher.org or text message to 314-690-1674 with a picture of the item. I will then be able to let you know if the item is indeed under our supervision.

Ksiva V'Chasimah
Tovah,

Rabbi Yitzchak Kowalsky



בס"ד

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