



## NEWS/BUSINESS

### Organic & Natural Health Association tosses out 'natural' label, launches new campaign

CAPE CORAL, Fla. — Organic & Natural Health Association CEO and executive director, Karen Howard, recently announced the board's concluding assessment on the issue of defining "natural," saying the term should not be used in the form of a certification or seal or be listed on product labels. Howard says the term should only be used to describe specific attributes of products in marketing and promotional materials.

"Our research clearly shows the majority of consumers do not differentiate between 'natural' and 'organic' and expect products labeled natural to also

be organic," she says. "After careful consideration, we determined introducing a new 'natural' certification seal would not be in the best interest of consumers and could contribute to further confusion. At this juncture, encouraging people to go organic is more important, so we will focus on to the existing organic certification seal and do whatever we can to strengthen that program."

As a first step, Organic & Natural Health says it will support the work on Organic 3.0 that IFOAM Organics International is leading to make organic the leading innovation towards sus-

tainability in agriculture and healthy products for consumers. Howard says the organization also is looking at creative ways to make information more accessible to the public about how to identify organic and natural products through personal technology devices.

Howard also recently announced the launch of Organic & Natural Health's first year-long, consumer outreach campaign that will focus on the health benefits of vitamin D and encourage consumers to get their vitamin D levels tested as part of an international population-based nutrient study with research partner

GrassrootsHealth.

According to Organic & Natural Health, the Power of D campaign will leverage the expertise of its newly formed scientific advisory board to bring to light research backing the importance of vitamin D for a variety of health conditions to consumers.

Howard says the intent is to have a new nutrient focus each year that will encourage consumers to participate in more population-based nutrient research spearheaded by GrassrootsHealth to scientifically prove how specific nutrients have a direct impact on disease prevention. CMN

### Synder Filtration now kosher, halal certified

VACAVILLE, Calif. — Synder Filtration recently earned kosher pareve certification from the Earth Kosher Certification Agency and halal certification from the Islamic Services of America.

According to Synder Filtration, the certifications are important for original equipment manufacturers (OEM) and end-users throughout the dairy and food industries, which often require suppliers to provide necessary certifications in order to meet the cultural needs of their customers.

All membranes had to be reviewed by Rabbi Yehuda Goldman and his team at the Earth Kosher Certification Agency to verify they conformed to Jewish dietary law.

The kosher certificate is effective through Nov. 17, 2016, and will be subject to renewal on an annual basis. The kosher logo will be incorporated into

Synder's standard packaging.

The Islamic Services of America (ISA) recently performed a full audit at Synder's Manufacturing Center in Vacaville, California, and deemed the sanitary membrane filtration products as compliant with halal standards and qualifications. Synder says this type of certification recognizes the components and raw materials within its membrane filtration products are compliant with Islamic religious requirements and are permitted for use under Islamic dietary law.

"The logo is recognized by Muslim consumers as a sign that our products meet all halal standards," the company says.

The ISA logo and seal will be incorporated into Synder's standard packaging. The certificate is effective through Dec. 31, 2016, and also is subject to renewal on an annual basis. CMN

### Ammonia leak at Shamrock Farms' dairy manufacturing facility prompts evacuation

PHOENIX — Shamrock Farms' dairy manufacturing facility in Phoenix experienced an ammonia leak last Friday, which prompted an evacuation and sent workers to the hospital.

Shamrock Farms confirms that on April 1, there was an ammonia leak in the plant's evaporative condenser, which provides cooling to the refrigerated warehouse. The leak was contained and did not have an impact on any products, the company adds.

"Immediately upon learning of the situation, Shamrock Farms' top

priority was the safe evacuation of everyone in the building, which was quickly accomplished," the company says in a statement provided to *Cheese Market News*.

The company also tells *CMN* that people were taken off-site for evaluation and treatment following the leak.

"It is our understanding that three of our associates were treated and released, while one individual remains in the hospital," the company said Wednesday. "Their health is of the utmost importance to us." CMN

## Synder Sanitary Membranes are Kosher & Halal Certified!

All Synder Sanitary membranes have been deemed Kosher & Halal certified. These certifications are important for OEM's and end-users throughout the food & dairy industries, in order to meet the cultural needs of their customers. Both logos will soon be incorporated into Synder's standard packaging.

NFS (TFC 100-250Da)	XT (PES 1kDa)	MK (PES 30kDa)	PZ (PAN 30kDa)	BX (PVDF 250kDa)
NFX (TFC 150-300Da)	VT (PES 3kDa)	MQ (PES 50kDa)	PY (PAN 100kDa)	A6 (PVDF 500kDa)
NFW (TFC 300-500Da)	MT (PES 5kDa)	LY (PES 100kDa)	PX (PAN 400kDa)	FR (PVDF 800kDa)
NFG (TFC 600-800Da)	ST (PES 10kDa)	LV (PES 200kDa)	BN (PVDF 50kDa)	V0.1 (PVDF 0.1um)
NDX (TFC 800-1,000Da)	SM (PES 20kDa)	LX (PES 300kDa)	BY (PVDF 100kDa)	V0.2 (PVDF 0.2um)

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