

DEAR TORAH TIDBITS FAMILY



RABBI AVI BERMAN
Executive Director, OU Israel



How meaningful can purchasing a tub of Ben & Jerry's ice cream be? As we prepare our menus for *Shavuot* I ask that you contemplate this question.

This past week I was interviewed on Channel 14. Although preparation is always needed before an interview, there is one question I am asked repeatedly to which my response remains the same. "What does *kashrut* and saving teens at risk have anything to do with one another? I thought the OU provides *kashrut* certification?"



Torah Tidbits readers are well versed in the answer to this question - OU Kosher is a unique *kashrut* certification organization. Beyond certifying 1.4 million products across 106 countries, profits from OU Kosher, together with donors around the world who see its impact on *Am Yisrael*, are invested back into the

רפואה שלמה
אורה בת ראינה

organization to support its broader initiatives. The work of the OU in the United States is well known, and here in Israel, we have programs to support *kiruv*, supporting youth and teens at risk *klitat aliyah*, and inspiring Anglo *olim* throughout Israel.

The complexity and depth of the OU can be found across many Jewish organizations which began by tackling one area of need for *Am Yisrael* and ultimately expanded to fill evolving needs. You can find this across many organizations large and small, including *Yad Sarah*, *Gesher* and *Zichron Menachem*. While I anticipate being asked this question for many years to come, I hope this week's Torah Tidbits issue will remind readers of the impact their purchases can have.

Last year, when celebrating the *Bat Mitzvah* of my daughter Tzofia Chana, my wife and I took her classmates to learn about *kashrut* and the *halachot* of *chaliva b'Shabbat* with live demonstrations. First we visited a *refet* in *Masu'ot Yitzchak*, a *moshav shitufi* in southern Israel where we watched a live demonstration of how a *refet* is run on *Shabbat* according to *halacha* throughout the stages of a cow's life. From there, we took the girls



on a tour of the Ben & Jerry's factory. For those who know me, you're aware that Dulce de Leche is my favorite Ben & Jerry's ice cream flavor and is something I only allow myself to eat once a year on my son's birthday. Since Tzofia's *Bat Mitzvah* trip did not coincide with my yearly "cheat day," I resisted the temptation to taste some of my favorite flavors, but I believe the experience was memorable for the girls.

Upon sharing the details of the *Bat Mitzvah* with Torah Tidbits readers I received a flurry of comments asking why I wasn't partaking in the Ben & Jerry's boycott. As a reminder, last June, Ben & Jerry's US announced it would stop selling its products in East *Yerushalayim*, *Yehudah v'Shomron* and the *Golan*. In response, Jews around the world called for a boycott of Ben & Jerry's products. However, there was no reason whatsoever to boycott Ben & Jerry's in Israel because it was never willing to accept the new stipulations. In fact, my good friend Avi Zinger, the Israeli licensee of Ben & Jerry's, asked that locals continue buying the products so he could



Jeff Mor
DIAMONDS & JEWELRY

TRUE WHOLESALE FROM THE DIAMOND
BOURSA WITH OVER 25 YEARS EXPERIENCE
MEMBER DIAMOND DEALERS CLUB

ENGAGEMENT RINGS • STUD EARRINGS
PENDANTS • TENNIS BRACELETS

☎ 050-573-9061 ✉ jeffmor36@gmail.com
🌐 www.JeffMorDiamondJewelry.com



**BROTHERS
MOVING CO.**

THE STRONGEST... THE MOST GENTLE

054-216-0087 • brothersmovingisrael@gmail.com



PolarAir

Air Conditioning & Heating
Sales & installation of
Inverter | Multi | VRF | Central

- ✓ Plenty of references
- ✓ Professional & reliable
- ✓ Only Jewish labor

www.polarair.biz | polarairbiz@gmail.com | ☎ 052-240-5063



The OU Israel Family
wishes condolences to the family of
Rabbi Max N. Schreier ז"ל
on his passing
One of the leaders of
American Orthodoxy for many decades
המקום ינחם אתכם בתוך שאר אבלי ציון וירושלים

keep the plant running.

When preparing for *Shavuot* 5783 I hope to clarify any misunderstanding surrounding the status of Ben & Jerry's products in Israel. On November 15, 2022, Unilever sold its Ben & Jerry's business interests in Israel to Blue and White Ice Cream Ltd. This arrangement allowed Ben & Jerry's to be sold under its Hebrew and Arabic names throughout Israel and the West Bank under the full ownership of Avi Zinger.



The attempted boycott of Ben & Jerry's and its ultimate failure to stop production in Israel is a story of triumph in which Jews around the world rallied behind Avi

Zinger and changed the outcome. Now it's time to offer full support. Whether or not you choose to buy Ben & Jerry's ice cream outside of Israel, within Israel's borders, its products are available throughout the country and certified by OU Kosher.

Proceeds from every tub of ice cream not only support Ben & Jerry's Israel whose leadership stood up to international pressure, but also fund broader OU initiatives created to fill unmet needs in *Klal Yisrael*. I encourage Torah Tidbits readers to add a tub (or two!) of Ben & Jerry's ice cream to the *Shavuot* grocery list. When you do, remember that some flavors are *Mehadrin* and *Cholov Yisrael*, while products that are *Cholov Stam* are marked with only an "OU-D."

If you're interested in catching up on the Channel 14 segment and the youth at risk video which was aired with it, visit www.ouisrael.org.

Wishing you all an uplifting and inspiring *Shavuot* and *Shabbat*, and a happy 13th birthday to my Tzofia Chana!

Rabbi Avi Berman
Executive Director, OU Israel
aberman@ouisrael.org



OU Israel wishes
heartfelt condolences to the
Kilimnick and Horenstein families
on the passing of their
beloved mother and grandmother
Rebbetzin Nechie Kilimnick a"h
המקום ינחם אתכם בתוך שאר אבלי ציון וירושלים

May the Torah learning in this issue
of Torah Tidbits be in memory of
and לעילוי נשמת of our beloved
Clara Horowitz a"h
on her 23rd Yahrzeit - 8 Sivan

*Mina and Howard Millendorff
Sharon, Shlomo, Elior, Amiad, and Yagel Rabinowitz*