

Cookies go Kosher

A Sweet Step for Inclusivity

This spring, when our classic chocolate and vanilla cookies go on sale, they'll be certified as Kosher. Here's how girls and Guiders in an Ontario multi-branch unit made it happen.

When the 613th Unit of Pathfinders, Guides and Brownies in Thornhill, Ontario, get together for their weekly meetings, they face a unique hurdle. They cannot bring Girl Guide cookies to their meetings, because non-Kosher* food products are not permitted in the synagogue where they meet. Happily, that is about to change!

Ironically, according to unit leader Sara Silverman, the first question the girls asked when the unit was opened was “When do we start selling cookies?” They badly wanted to raise funds for Girl Guides and for camp, trips and other activities. As a result, the unit's leaders wrote to Girl Guides of Canada and asked us to investigate the possibility of making our cookies Kosher.

Working closely with our baker, Dare Foods Limited, we were able to make it happen. All of the ingredients in our chocolate and vanilla cookies were already either Kosher certified or deemed Kosher by their nature. At Dare's manufacturing facility for our spring cookies, they had removed all non-Kosher ingredients, which paved the way for us to have the classic cookies certified. As Dare was already making Kosher products in the plant, this was an easy and inexpensive process.

The manufacturing of food products such as our cookies is a complex process that involves coordinating recipe formulations, plant logistics, packaging, and consumer satisfaction. This process enables us to produce a reasonably-priced, tasty product that our customers love and that will help raise the funds that keep Canadian Guiding going. That's one of the reasons that

Girl Guides of Canada is pleased that receiving Kosher certification for



our classic chocolate and vanilla cookies was a relatively simple and fiscally feasible endeavour. At this time, it's not possible to have our chocolatey mint cookies certified as Kosher, because the facility that adds the chocolatey coating uses non-Kosher ingredients in its other production lines.

"We are very excited about selling cookies and generating the money we need to offer the full program," said Sara's co-leader, Michelle Nauenberg. "Because we were unable to generate sales from Girl Guide cookies, our unit did not have the



funds to offer many opportunities for camping and trips that other units take for granted." Sara said the girls are thrilled that they helped make this happen. One girl, Avigail, aptly summed up the group's enthusiasm, saying, "It feels like our unit has made a difference!" 🌟

* For information on what Kosher means, go to ou.org and type "What is Kosher" into their search engine.

Calling All Campers!

NEW Cookie All Stars Camp Credit!

Do your girls love to camp? Are they planning to attend GM 2016? Check out the new reward level just added to the Cookie All Stars incentive program.

Beginning this Guiding year, we have a new camp credit option available to girls who reach the top two reward levels of Cookie All Stars. Any girl who sells between 40 and 79 cases of cookies over two campaigns can choose a \$125 Future Shop gift card or a \$150 camp credit towards GM 2016 registration. For girls selling more than 80 cases, the options will be a \$300 camp credit or a \$250 Future Shop gift card (or technology item to be announced).

The new Cookie All Stars camp credit for GM 2016 will be available until June 2015. For more information, visit the GGC Cookie All Stars page at girlguides.ca