

Subject: ALFOODACT 017-2013 Rich Products Further Expands Recall to Include Additional Products/Code Information on Foodservice & Consumer Brand Farm Rich & Market Day Products Recalled All Products Produced in Their Waycross, Georgia Facility

Date Issued: April 4, 2013

1. Reference:

a. DLAR 4155.26/AR 40-660/NAVSUPINST 10110.8c/AFI 48-116/MCO 10110.38c, DOD Hazardous Food & Nonprescription Drug Recall System.

b. Allied Communications Publication 121, US SUPP-1 (f).

2. BACKGROUND:

Buffalo, New York - Rich Products Corporation of Buffalo, New York, which previously announced a voluntary recall of certain Farm Rich® and Market Day® products is expanding its voluntary recall to include all products produced at its Waycross, Georgia plant with “Best By” dates ranging from January 1, 2013 to September 29, 2014 due to possible contamination with Escherichia coli O121 bacteria (“E. coli O121”). The expanded recall is in addition to products recalled on March 28, 2013.

The CDC has reported 24 cases of E. coli O121 in 15 states. Symptoms of the illness include mild to severe diarrhea and abdominal cramps. Blood is often seen in the stool. Usually little or no fever is present. Although most healthy adults can recover completely within 5-10 days, certain individuals can develop a complication called Hemolytic Uremic Syndrome (HUS) which can cause the kidneys to fail. HUS is most likely to occur in young children and the elderly. The condition could lead to serious kidney damage and even death.

While Rich Products is unaware of any illnesses associated with the products included in the expanded recall, its unwavering safety commitment to its customers caused it to take this action.

“When it became apparent to us that, despite the expertise of the USDA, the FDA, the scientific community and our own experts, identification of a specific cause was not going to be a simple or short process, we decided to act proactively to expand the recall,” said Bill Gisel, Rich’s President and Chief Executive Officer. Mr. Gisel added that Rich’s will continue to cooperate fully with federal, state and local agencies investigating this situation.

3. PRODUCTION DATES/IDENTIFYING CODES:

Foodservice Products

The production date range for these products is: Julian Dates 15821182 to 15823088.

Product Code

Product Description

Julian Dates

UPC Code

65232

Farm Rich Whole Grain Rich Pepperoni Pizzata 10/2.5lb

15821182 - 15823088

10041322652321

65233

Farm Rich 1 oz. Better For You Pizza Dipper 5/5lb.

15821182 - 15823088

10041322652338

65234

Farm Rich Turkey Pizzata 9/3lb.

15821182 - 15823088

00041322652348

65265

Farm Rich 2 oz. Stuffed Crust Pizza Dippers 2 oz. 10/2.7lb.

15821182 - 15823088

10041322652659

65268

Farm Rich 1 oz. Stuffed Crust Pizza Dippers 1/25lb.

15821182 - 15823088

10041322652680

65278

Farm Rich 2 oz. Better For You Pizza Dipper 2oz. 10/2.7lb.

15821182 - 15823088

00041322652782

65282

Pepperoni Pizzata 1/24.75lb.

15821182 - 15823088

00041322652829

65292

Farm Rich Handheld Stuffed Pepperoni Pleezer 10/2.57lb.

15821182 - 15823088

10041322652925

65302

BBQ Chicken Sandwich Melt 10/2.5lb.

15821182 - 15823088

00041322653024

65303

Meatball Marinara Sandwich Melt 10/2.5lb

15821182 - 15823088

00041322653031

*****Consumer Brands Products*****

Product Code

Product Description

Julian Dates

UPC Code

Case Code

Best By Date

32521

Farm Rich Mozzarella Bites 44 oz. cartons

15821182 - 15823088

0 41322 32521 1

1 00 41322 32521 8

Jan. 1, 2013 – Sept. 29, 2014

32522

Farm Rich Mozzarella Bites 44oz. cartons

15821182 - 15823088

0 41322 32521 1

1 00 41322 32522 5

Jan. 1, 2013 – Sept. 29, 2014

36450

Farm Rich Mozzarella Bites 22 oz bags

15821182 - 15823088

0 41322 37813 2

1 00 41322 36450 7

Jan. 1, 2013 – Sept. 29, 2014

36633

Farm Rich Pizza Slices 22 oz. bags

15821182 - 15823088

0 41322 35603 1

1 00 41322 36633 4

Jan. 1, 2013 – Sept. 29, 2014

36450

Farm Rich Mozzarella Bites 22 oz. bags

15821182 - 15823088

0 41322 37433 1

1 00 41322 36450 7

Jan. 1, 2013 – Sept. 29, 2014

37455

Farm Rich Mozzarella Bites 2 lb. cartons

15821182 - 15823088

0 41322 37455 4

1 00 41322 37455 1

Jan. 1, 2013 – Sept. 29, 2014

35611

Farm Rich Mini Quesadillas 20 oz. bags

15821182 - 15823088

0 41322 35611 6

1 00 41322 35611 3

Jan. 1, 2013 – Sept. 29, 2014

35618

Farm Rich Philly Cheese Steaks 21 oz. bags

15821182 - 15823088

0 41322 35618 5

1 00 41322 35618 2

Jan. 1, 2013 – Sept. 29, 2014

35622

Farm Rich Mini Bacon Cheeseburgers 21 oz. bags

15821182 - 15823088

0 41322 35622 2

1 00 41322 35622 9

Jan. 1, 2013 – Sept. 29, 2014

35631

Farm Rich Mini Quesadillas 18 oz. bags

15821182 - 15823088

0 41322 35611 6

1 00 41322 35631 1

Jan. 1, 2013 – Sept. 29, 2014

35633

Farm Rich Mini Pizza Slices 22 oz. bags

15821182 - 15823088

0 41322 35603 1

1 00 41322 35633 5

Jan. 1, 2013 – Sept. 29, 2014

37433

Farm Rich Mozzarella Bites 22 oz. bags

15821182 - 15823088

0 41322 37813 2

1 00 41322 37433 9

Jan. 1, 2013 – Sept. 29, 2014

55312

Schwan's Mini Meatball Sandwiches 1 lb. bags

3G1182XXXX - 3G3088XXXX

0 72180 55312 6

1 00 72180 55312 3

N/A

61008

Schwan's Baked Mozzarella Bites 22 oz. bags

3G1182XXXX - 3G3088XXXX

0 72180 61008 9

1 00 72180 61008 6

N/A

35635

Farm Rich Mini Quesadillas 18 oz. bags

15821182 - 15823088

0 41322 35635 2

1 00 41322 35635 9

Jan. 1, 2013 – Sept. 29, 2014

35643

Farm Rich Mini Pizza Slices 22 oz. bags

15821182 - 15823088

0 41322 35643 7

1 00 41322 35643 4

Jan. 1, 2013 – Sept. 29, 2014

37690

Farm Rich Mini Pizza Slices 7.2 oz. cartons

15821182 - 15823088

0 41322 37690 9

1 00 41322 37690 6

Jan. 1, 2013 – Sept. 29, 2014

35634

Farm Rich Philly Cheese Steaks 21 oz. bags

15821182 - 15823088

0 41322 35634 5

1 00 41322 35634 2

Jan. 1, 2013 – Sept. 29, 2014

37443

Farm Rich Mozzarella Bites 22 oz. bags

15821182 - 15823088

0 41322 37443 1

1 00 41322 37443 8

Jan. 1, 2013 – Sept. 29, 2014

37691

Farm Rich Mozzarella Bites 7 oz. cartons

15821182 - 15823088

0 41322 37691 6

1 00 41322 37691 3

Jan. 1, 2013 – Sept. 29, 2014

80435

Market Day Mozzarella Bites 22 oz. cartons

15821182 - 15823088

0 41322 80435 8

1 00 41322 80435 5

Jan. 1, 2013 – Sept. 29, 2014

4. MANUFACTURER/DISTRIBUTOR:

Rich Products Corporation

Consumer Line at (888) 220-5955

www.farmrich.com

5. DISTRIBUTION: All

6. REASON FOR ACTION: Due to the potential to be contaminated with E. coli O121

7. INSTRUCTIONS AND ADDITIONAL INFORMATION FOR MESSAGE RECIPIENTS:

a. Immediately inventory stocks to identify the above items and secure in a "Medical Hold" status to provide assurance of no further issue/sale/use.

POSITIVE FINDINGS should be reported to Accountable Officers/Vendor Representatives of that facility. Accountable Officer/Agency representatives/Buyers/Contracting Officers should seek/refund/credit/replacement through the normal distribution channel with which the product was received (i.e. Distribution Centers, Prime Vendors, or Manufacturers).

b. Ships at sea are authorized to destroy or dispose of recalled products at their discretion. Documentation for the number of pounds and cases, and any additional pertinent information must be signed by the Accountable Officer and is required for the purpose of recouping to the government the cost of the product involved. In order to get credit please use a SF 364 and forward to your supporting NAVSUP Fleet Logistics Center (NAVSUP FLC) and copy furnished to NAVSUP 51. Your supporting NAVSUP FLC should forward to the account manager at DLA Troop Support. The form should include the number of the recall authorizing the survey action. Home-ported ships/galleys will utilize DD form 1149 to transfer w/ reimbursement to the PV. The PV will submit credit invoice to the account manager at DLA Troop Support.

c. DLA Troop Support Subsistence Prime Vendors must report POSITIVE and NEGATIVE RESPONSES directly to the their DLA Troop Support Contracting Officer with a courtesy copy to the Consumer Safety Officer (dscpconssafofc@dla.mil)..

d. DeCA, AAFES, MWR, VA, MCCS, or other non-DLA Troop Support agencies SHOULD NOT respond to the DLA Troop Support Consumer Safety Officer. These agencies should report POSITIVE and NEGATIVE responses in accordance with their agency recall policies.

e. When corresponding with DLA Troop Support concerning this message please include this message's subject in your subject line.

8. The Point of Contact for this ALFOODACT message is CW4 Tony Hemphill, Consumer Safety Officer at DLA-FTW. VOICE, DSN: 444-2922, Commercial (215) 737-2922, or by FAX, DSN: 444-7526, or Commercial, (215) 737-7526, email dscpconssafofc@dla.mil .

9. Individuals or groups that would like to receive recall messages electronically can forward their email address to dscpconssafofc@dla.mil , with "add to list" in the subject line. To be removed from the list place "remove from list" in the subject line.

10. Previous recalls and frequently asked questions are available at the following web site: <http://www.troopsupport.dla.mil/subs/fso/alfood/alfood.asp> . The navigation tool to the left allows you to also view DLA Troop Support Alerts and Archived Vendor Recalls.

CW4 Tony D. Hemphill

Consumer Safety Officer

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