Indiana State Department of Health
An Equal Opportunity Employer

Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: June 5, 2014

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: Laurie Kidwell, RRT/Supervisor
Food Protection Program

SUBJECT: Health Matters America, Inc - RECALL [Food]

AFFECTED PRODUCT: **Organic Traditions Sprouted Chia Seed Powder and Sprouted Chia/Flax Seed Powder**

SUMMARY: **Unclassified Recall; This recall has been initiated due to possible *Salmonella* contamination.**

The products included in this voluntary recall include:

- **ORGANIC TRADITIONS SPROUTED CHIA SEED POWDER Lot numbers BIO13SBCS275, BIO13SBCS290, BIO14SBCS290, BIO13SBCS310, BIO13SBCS330, BIO13SBCS353, BIO13SBCS364; NET WT. 8 oz. UPC 854260006162, and NET WT. 16 oz. UPC 854260005462; and cartons containing 50 LB. bulk bags;**

- **ORGANIC TRADITIONS SPROUTED CHIA & FLAX SEED POWDER Lot numbers BIO13SFCB273, BIO13SFCB288, BIO13SFCB305, BIO13SFCB310, BIO13SFCB345, BIO13SFCB350; NET WT. 8 oz. UPC 854260006216, and NET WT. 16 oz. UPC 854260005479; and cartons containing 50 LB. bulk bags;**

Organic Traditions Sprouted Chia seed powder and Organic Traditions Sprouted Chia & Flax seed powder were sold to distributors, retailers, and through internet sales in the following states: Indiana, Illinois, Michigan, and Ohio.

SUGGESTED ACTION: **Recommend notification of affected parties via phone, fax, or e-mail. Consumers with questions may contact the company at 1-888-343-3278, ext. 730, Monday – Friday, 9am –5pm ET. Furthermore, if any recalled products are found, notify this office at 317-233-8475.**

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Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Health Matters America, Inc, Recalls Organic Sprouted Chia Seed Powder and Sprouted Chia/flax Seed Powder Due to Possible Health Risk

Contact:
Consumer:
1-888-343-3278, ext. 730

FOR IMMEDIATE RELEASE - June 4, 2014 - HEALTH MATTERS AMERICA INC. of Cheektowaga, New York is voluntarily recalling Organic Traditions Sprouted Chia Seed Powder and Sprouted Chia/Flax Seed Powder due to possible *Salmonella* contamination. Health Matters America has taken immediate action to voluntarily recall Organic Traditions Sprouted Chia Seed Powder and Sprouted Chia/Flax Seed Powder in order to ensure the safety of its customers.

***Salmonella* is an organism that can cause serious and sometimes fatal infections in young children, elderly people, and others with weakened immune systems. Healthy persons infected with *Salmonella* often experience fever, diarrhea, nausea, vomiting and abdominal pain. In rare circumstances, infection with *Salmonella* can result in the organism getting into the bloodstream and producing more severe illnesses.**

The products included in this voluntary recall include:

- **ORGANIC TRADITIONS SPROUTED CHIA SEED POWDER Lot numbers BIO13SBCS275, BIO13SBCS290, BIO14SBCS290, BIO13SBCS310, BIO13SBCS330, BIO13SBCS353, BIO13SBCS364; NET WT. 8 oz. UPC 854260006162, and NET WT. 16 oz. UPC 854260005462; and cartons containing 50 LB. bulk bags;**
- **ORGANIC TRADITIONS SPROUTED CHIA & FLAX SEED POWDER Lot numbers BIO13SFCB273, BIO13SFCB288, BIO13SFCB305, BIO13SFCB310, BIO13SFCB345, BIO13SFCB350; NET WT. 8 oz. UPC 854260006216, and NET WT. 16 oz. UPC 854260005479; and cartons containing 50 LB. bulk bags;**

Organic Traditions Sprouted Chia seed powder and Organic Traditions Sprouted Chia & Flax seed powder were sold to distributors, retailers, and through internet sales in the following states: Alabama, Arizona, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Louisiana, Massachusetts, Michigan, North Carolina, North Dakota, New Jersey, Nevada, New York, Ohio, Oregon, Pennsylvania, Texas, Tennessee, Virginia and Wisconsin.

No other Organic Traditions products are affected by this recall.

Consumers that have purchased any of these products with the above stated lot numbers are asked not to consume the product and discard it or return the product to the original point of purchase.

Health Matters America is working closely with the FDA on this matter. Health Matters America is committed to the highest quality food products with a mandate to provide nutrient-dense, organic foods for the optimal well-being of its customers.

Consumers with questions may contact the company at 1-888-343-3278, ext. 730, Monday – Friday, 9am –5pm ET.

Health Matters America, Inc, Recalls Organic Sprouted Chia Seed Powder and Sprouted Chia/flax Seed Powder Due to Possible Health Risk

Photos

Sprouting Unlocks Nutrients and Increases Bioavailability

Resealable

SUPER SPROUTS

Organic traditions®

SPROUTED CHIA & FLAX SEED POWDER

A HIGH SOURCE OF FIBER WITH 4 GRAMS PER SERVING
3 GRAMS OF OMEGA 3 PER SERVING
A SOURCE OF CALCIUM

Nutrition Facts

Serving Size 15g (1 heaping tablespoon)
Servings Per Container 15

Amount	% Daily Value*
Calories 80	Calories from Fat 45
Fat 5g	7%
Saturated 0.5 g	1%
+ Trans 0 g	
Omega 6 / 1g	
Omega 3 / 3g	
Cholesterol 0 mg	0%
Sodium 7 mg	1%
Carbohydrates 5g	2%
Fiber 4 g	16%
Sugars 0 g	
Protein 3 g	
Vitamin A	0%
Vitamin C	4%
Vitamin E	4%
Calcium	8%
Iron	8%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300g	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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Ingredients:
Certified Organic Sprouted Chia Seeds (50%)
Certified Organic Sprouted Flax Seeds (50%)

Produced in a facility that processes tree nuts.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

SPROUTED CHIA & FLAX SEED POWDER

Sprouted Organic Chia & Flax Powder is a combination of both sprouted chia and sprouted flax seeds. It is a source of Calcium and Iron, a high source of Fiber and provides 3 grams of Omega-3 per 15 gram serving. These activated sprouted seeds deliver more nutrients per gram when compared to any other regular chia or flax seed product. They contain protein, essential vitamins and minerals and an impressive host of antioxidants, giving them an ORAC* value of 1,600 per serving. The sprouting process improves digestibility and allows for greater absorption of nutrients. Enzyme inhibitors are eliminated and anti-nutritive compounds such as phytic acid are reduced.

Simply add Sprouted Chia & Flax Powder to everything you eat to reduce the glycemic load of any recipe. Add 1-2 tablespoons to smoothies, desserts, yogurt, berries or on top of salads. Make puddings, sauces and dressings. It remains stable even when incorporated into soups, oatmeal and baked goods. Use as a flour substitute or as a natural thickening agent. Create a low-glycemic smoothie by blending 1-2 tablespoons of Sprouted Chia & Flax Powder, 1-2 tablespoons of Organic Traditions Shredded Coconut, 1-2 teaspoons of Organic Traditions Maca X-6, 1-2 tablespoons of Organic Traditions Goji Berries, 1-2 tablespoons of Natural Traditions Rice Bran and Germ, 1-2 teaspoons of Natural Traditions Camu Camu and any other Organic Traditions or Natural Traditions Superfoods with sufficient water (3-6 cups) to achieve the desired consistency.

— salvia hispanica / linum usitatissimum —

Organic Nutrition From Around The World

At Organic Traditions we provide nutrient dense superfoods from many healing traditions. We are committed to supporting farmers who are dedicated to the principles of sustainable and fair trade agriculture. Now more than ever we need to nourish ourselves with superfoods, herbs, seeds and fruits packed with the nutrition needed to support the challenges that come with living in a fast paced world. Be adventurous. These superfoods are versatile. Incorporate them into recipes in any creative way you see fit. At every meal you have the opportunity to choose dense nutrition. Food is powerful. Make choices for a better you and a better planet.

* ORAC = Oxygen Radical Absorbance Capacity is a measurement of the Antioxidant capacities of different foods.

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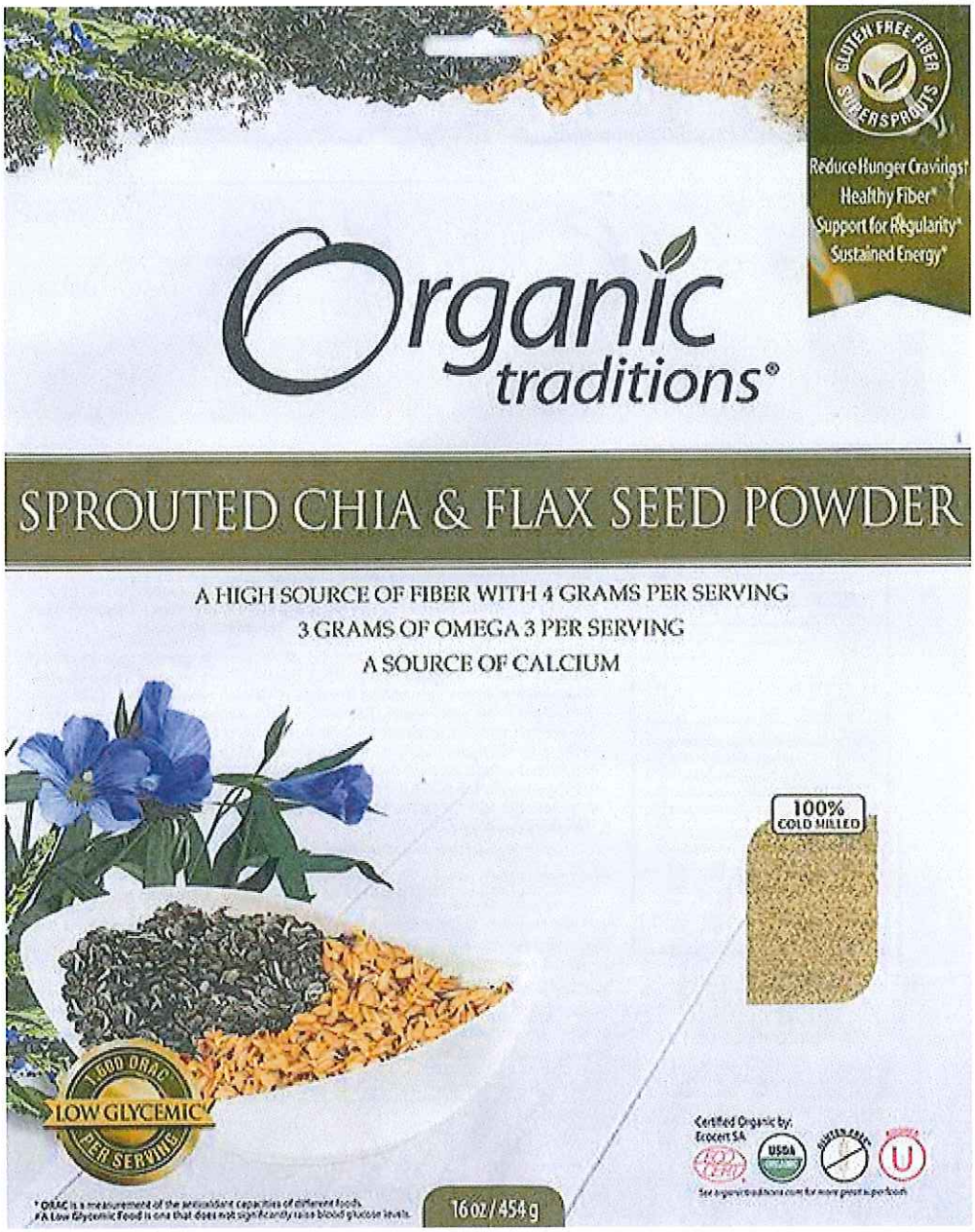
GLUTEN FREE FIBER SUPERSPROUTS
Reduce Hunger Cravings*
Healthy Fiber*
Support for Regularity*
Sustained Energy*
Organic traditions®
SPROUTED CHIA & FLAX SEED POWDER
A HIGH SOURCE OF FIBER WITH 4 GRAMS PER SERVING
3 GRAMS OF OMEGA 3 PER SERVING
A SOURCE OF CALCIUM
100% COLD MILLED
LOW GLYCEMIC
16 oz / 454 g
Certified Organic by: Ecocert SA
USDA

Sprouting Unlocks Nutrients and Increases Bioavailability

SUPERSPROUTS

Organic traditions®

SPROUTED CHIA & FLAX SEED POWDER

A HIGH SOURCE OF FIBER WITH 4 GRAMS PER SERVING
3 GRAMS OF OMEGA 3 PER SERVING
A SOURCE OF CALCIUM

Nutrition Facts

Serving Size 15g (1 heaping tablespoon)
Servings Per Container approx. 30

Amount	% Daily Value*
Calories 80	Calories from Fat 45
Fat 5 g	7%
Saturated 0.5 g	3%
+ Trans 0 g	
Omega 6 / 1g	
Omega 3 / 3g	
Cholesterol 0 mg	0%
Sodium 7 mg	0%
Carbohydrates 5 g	2%
Fiber 4 g	16%
Sugars 0 g	
Protein 3 g	
Vitamin A	0%
Vitamin C	4%
Vitamin E	6%
Calcium	8%
Iron	6%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300g	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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Ingredients:
Certified Organic Sprouted Chia Seeds (50%)
Certified Organic Sprouted Flax Seeds (50%)
Packaged in USA

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SPROUTED CHIA & FLAX SEED POWDER

Sprouted Organic Chia & Flax Powder is a combination of both sprouted chia and sprouted flax seeds. It is a source of Calcium and Iron, a high source of Fiber and provides 3 grams of Omega-3 per 15 gram serving. These activated sprouted seeds deliver more nutrients per gram when compared to any other regular chia or flax seed product. They contain protein, essential vitamins and minerals and an impressive host of antioxidants, giving them an ORAC* value of 1,600 per serving. The sprouting process improves digestibility and allows for greater absorption of nutrients. Enzyme inhibitors are eliminated and anti-nutritive compounds such as phytic acid are reduced.

Simply add Sprouted Chia & Flax Powder to everything you eat to reduce the glycemic load of any recipe. Add 1-2 tablespoons to smoothies, desserts, yogurt, berries or on top of salads. Make puddings, sauces and dressings. It remains stable even when incorporated into soups, oatmeal and baked goods. Use as a flour substitute or as a natural thickening agent. Create a low-glycemic smoothie by blending 1-2 tablespoons of Sprouted Chia & Flax Powder, 1-2 tablespoons of Organic Traditions Shredded Coconut, 1-2 teaspoons of Organic Traditions Maca X-6, 1-2 tablespoons of Organic Traditions Goji Berries, 1-2 tablespoons of Natural Traditions Rice Bran and Germ, 1-2 teaspoons of Natural Traditions Camu Camu and any other Organic Traditions or Natural Traditions Superfoods with sufficient water (3-6 cups) to achieve the desired consistency.

salvia hispanica / linum usitatissimum

Organic Nutrition From Around The World

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* ORAC = Oxygen Radical Absorbance Capacity is a measurement of the Antioxidant capacities of different foods.

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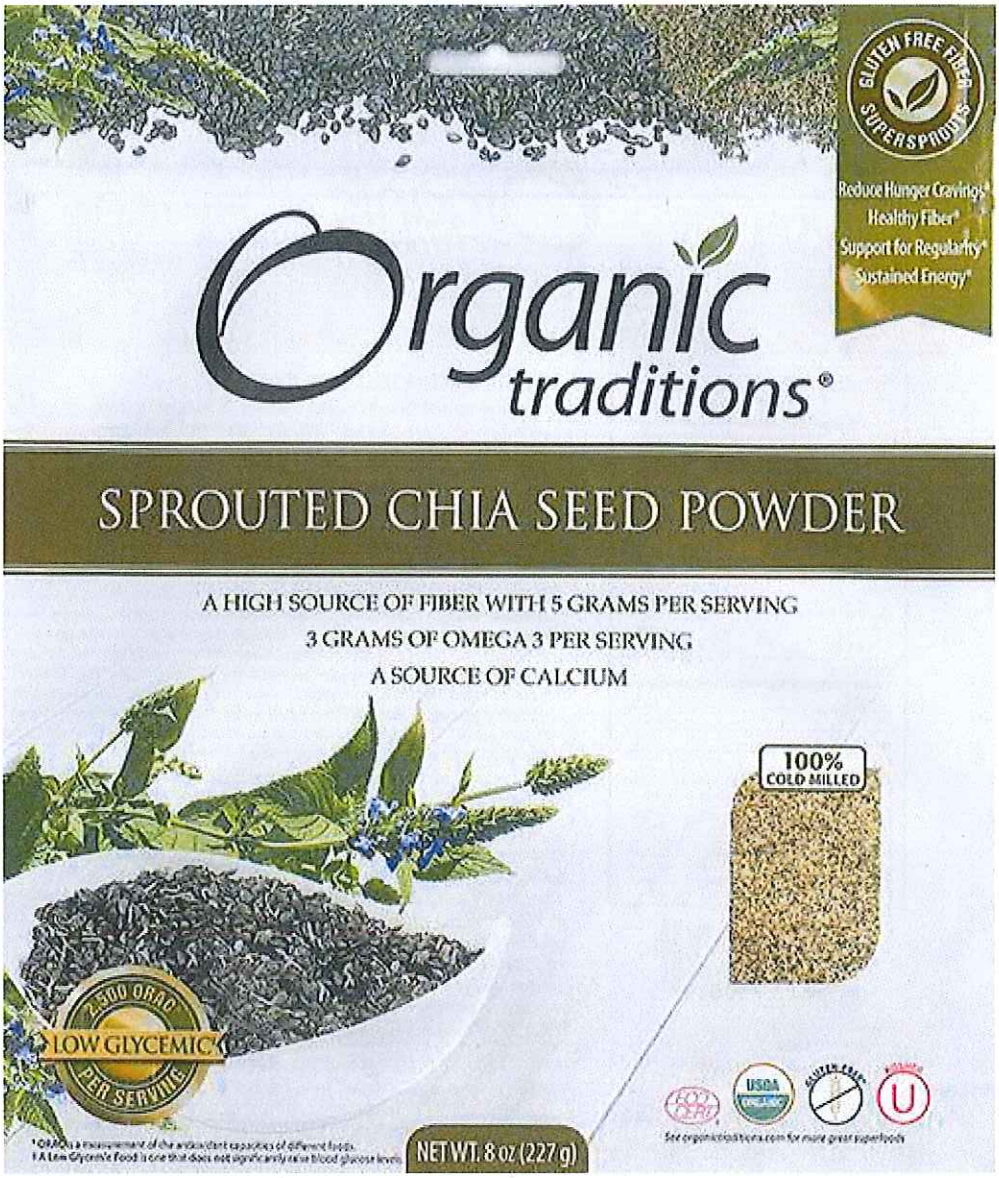
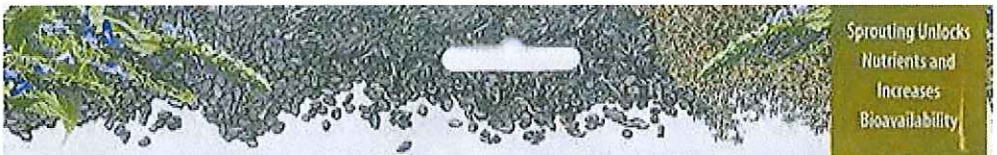

GLUTEN FREE FIBER SUPERSPROUTS
Reduce Hunger Cravings*
Healthy Fiber*
Support for Regularity*
Sustained Energy*
Organic traditions®
SPROUTED CHIA SEED POWDER
A HIGH SOURCE OF FIBER WITH 5 GRAMS PER SERVING
3 GRAMS OF OMEGA 3 PER SERVING
A SOURCE OF CALCIUM
100% COLD MILLED
2,500 ORAC PER SERVING
LOW GLYCEMIC
NET WT. 8 oz (227 g)



Sprouting Unlocks Nutrients and Increases Bioavailability

Resealable

SuperSprouts

Organic traditions®

Sprouted Chia Seed Powder

A HIGH SOURCE OF FIBER WITH 5 GRAMS PER SERVING
3 GRAMS OF OMEGA 3 PER SERVING
A SOURCE OF CALCIUM

Nutrition Facts

Serving Size 15 g (1 heaping tablespoon)
Servings per container: 15

Amount	% Daily Value
Calories 80	Calories from Fat 45
Fat 5 g	7%
Saturated 0.5 g	3%
+ Trans 0 g	
Omega 6 / 1 g	
Omega 3 / 3 g	
Cholesterol 0 mg	0%
Sodium 3 mg	1%
Carbohydrate 6 g	2%
Fiber 5 g	20%
Sugars 0 g	
Protein 3 g	
Vitamin A	0%
Vitamin C	2%
Calcium	10%
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Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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Ingredients:
Organic Sprouted Chia Seeds

Produced in a facility that processes tree nuts.

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SPROUTED CHIA SEED POWDER

A gluten free superseed, Sprouted Chia seeds are a source of Calcium and Iron, a high source of Fiber and provide 3 grams of Omega-3 per 15 gram serving. These activated sprouted seeds deliver more nutrients per gram when compared to any other regular Chia seed product. They contain protein, essential vitamins and minerals and an impressive host of antioxidants, giving them an ORAC* value of 2,500 per serving. The sprouting process improves digestibility and allows for a greater absorption of nutrients. Enzyme inhibitors are eliminated and anti-nutritive compounds such as phytic acid are reduced. Aztec warriors would consume a mixture of Chia and water during hunting trips to ensure stamina and endurance.

Simply add Sprouted Chia Powder to everything you eat to reduce the glycemic load of any recipe. Add 1-2 tablespoons of Sprouted Chia to smoothies, desserts, yogurt, berries or on top of salads. Make puddings, sauces and dressings. Sprouted Chia remains stable even when incorporated into soups, oatmeal and baked goods. Use it as a flour substitute or as a natural thickening agent. Vegetarians can even use it as an egg replacement by creating a gel. Simply combine 2 tablespoons of Chia to 1 cup of cold water. A ½ cup of gel replaces roughly one egg. Create a low glycemic smoothie by blending 1-2 tablespoons of Sprouted Chia, 1-2 tablespoons of Organic Traditions Shredded Coconut, 1 teaspoon of Organic Traditions Maca X-6, 1-2 tablespoons of Organic Traditions Goji Berries, 1-2 tablespoons of Natural Traditions Rice Bran and Germ, 1-2 teaspoons of Natural Traditions Camu Camu and any other Organic Traditions or Natural Traditions Superfoods with sufficient water (3-6 cups) to achieve the desired consistency.

— *salvia hispanica* —

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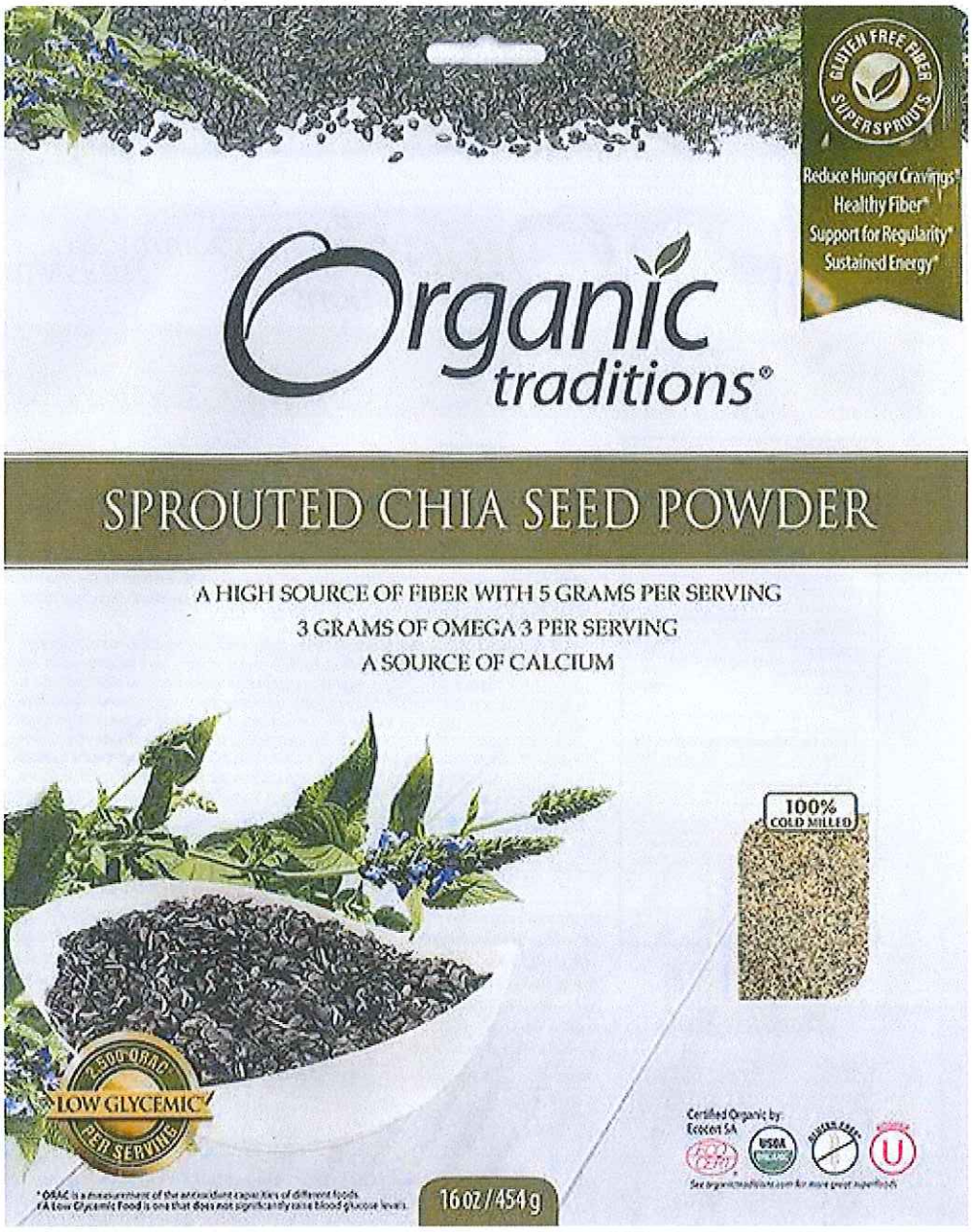
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Sodium	Less than	2,400mg	2,400mg
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Dietary Fiber		25g	30g

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Ingredients:
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Packaged in USA

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SPROUTED CHIA SEED POWDER

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Simply add Sprouted Chia to everything you eat to reduce the glycemic load of any recipe. Add 1-2 tablespoons of Sprouted Chia to smoothies, desserts, yogurt, berries or on top of salads. Make puddings, sauces and dressings. Sprouted Chia remains stable even when incorporated into soups, oatmeal and baked goods. Use as a flour substitute or as a natural thickening agent. Vegans can even use it as an egg replacement by creating a gel. Simply combine 2 tablespoons of Chia to 1 cup of cold water. A ½ cup of gel replaces roughly one egg. Create a low-glycemic smoothie by blending 1-2 tablespoons of Sprouted Chia, 1-2 tablespoons of Organic Traditions Shredded Coconut, 1 teaspoon of Organic Traditions Maca X-6, 1-2 tablespoons of Organic Traditions Goji Berries, 1-2 tablespoons of Natural Traditions Rice Bran and Germ, 1-2 teaspoons of Natural Traditions Camu Camu and any other Organic Traditions or Natural Traditions Superfoods with sufficient water (8-16 cups) to achieve the desired consistency.

salvia hispanica

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