



Michael R. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

DATE: July 27, 2015
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: *Laurie Kidwell*
Laurie Kidwell, RRT Supervisor
Food Protection Program
SUBJECT: Nature's Variety - RECALL [Animal Health]

AFFECTED PRODUCT: Instinct® Raw Chicken Formula for dogs

SUMMARY: Unclassified Recall; The recall has been initiated because these products may be contaminated with Salmonella.

The affected products are limited to the Instinct Raw Chicken Formula Frozen Diets packaged in the following forms:

- UPC# 769949611431 – Instinct Raw Chicken Formula Bites for Dogs 4 lb.; Best By 04/27/16
- UPC# 769949611448 – Instinct Raw Chicken Formula Bites for Dogs 7 lb.; Best By 04/27/16
- UPC# 769949611486 – Instinct Raw Chicken Formula Patties for Dogs 6 lb.; Best By 04/27/16

The "Best By" date is located on the back of the package below the seal.

The affected product was distributed through retail stores in the United States.

SUGGESTED ACTION: Recommend notification of affected parties via phone, fax, or e-mail. Consumers with additional questions can call our Consumer Relations team at 888-519-7387 from 8 am to 7 pm Central time, 7 days a week during the recall. Or, consumers can email Nature's Variety directly via cservice@naturesvariety.com. Furthermore, if any recalled products are found, notify this office at 317-233-8475.

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.



2 North Meridian Street • Indianapolis, IN 46204
317.233.1325 tdd 317.233.5577
www.statehealth.in.gov

To promote and provide
essential public health services.

Nature's Variety Issues Nationwide Voluntary Recall of Instinct® Raw Chicken Formula Because of Possible Salmonella Health Risk

Contact:

Consumer:

888-519-7387

Email: cservice@naturesvariety.com

FOR IMMEDIATE RELEASE — July 24, 2015 — ST. Louis, MO — Nature's Variety has announced a voluntary recall of their Instinct® Raw Chicken Formula for dogs with a "Best By" date of 04/27/16 because these products may be contaminated with *Salmonella*. *Salmonella* can affect animals eating the products and there is risk to humans from handling contaminated pet products, especially if they have not thoroughly washed their hands after having contact with the products or any surfaces exposed to these products.

Healthy people infected with *Salmonella* should monitor themselves for some or all of the following symptoms: nausea, vomiting, diarrhea or bloody diarrhea, abdominal cramping and fever. Rarely, *Salmonella* can result in more serious ailments, including arterial infections, endocarditis, arthritis, muscle pain, eye irritation, and urinary tract symptoms. Consumers exhibiting these signs after having contact with this product should contact their healthcare providers.

Pets with *Salmonella* infections may be lethargic and have diarrhea or bloody diarrhea, fever, and vomiting. Some pets will have only decreased appetite, fever and abdominal pain. Infected but otherwise healthy pets can be carriers and infect other animals or humans. If your pet has consumed the recalled product and has the symptoms, please contact your veterinarian.

The affected products are limited to the Instinct Raw Chicken Formula Frozen Diets packaged in the following forms:

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- UPC# 769949611448 – Instinct Raw Chicken Formula Bites for Dogs 7 lb.; Best By 04/27/16
- UPC# 769949611486 – Instinct Raw Chicken Formula Patties for Dogs 6 lb.; Best By 04/27/16

The "Best By" date is located on the back of the package below the seal. The affected product was distributed through retail stores in the United States and limited distribution in Canada. No other Nature's Variety products are affected.

No illnesses have been reported to date. Even though no illnesses have been reported, consumers should follow the Simple Handling Tips published on the Nature's Variety package when disposing of the affected product.

Nature's Variety became aware of a potential issue after receiving notification from the FDA that a routine surveillance sample of seven pound Instinct Raw Chicken Bites for dogs tested positive for *Salmonella*.

Consumers feeding the affected product should discontinue use and monitor their pet's health, and contact their veterinarian if they have concerns. Consumers who have purchased one of the above products can obtain a full refund or exchange by either returning the product in its original packaging or bringing a proof of purchase back to their retailer.

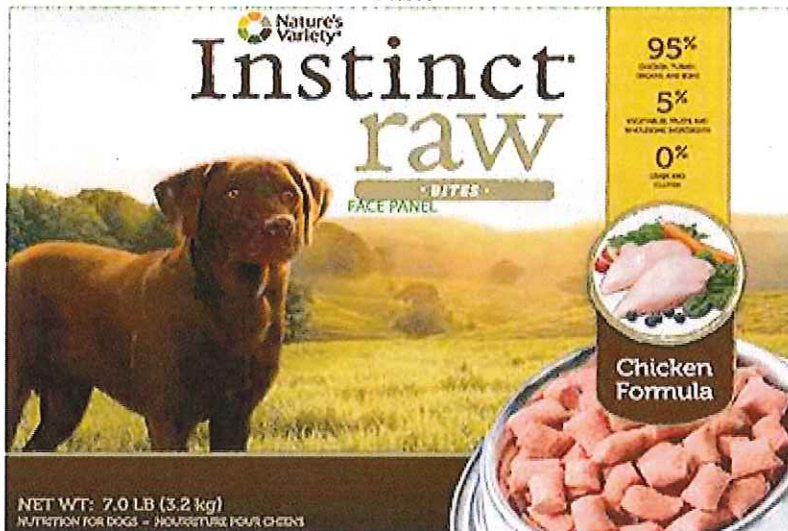
Consumers with additional questions can call our Consumer Relations team at 888-519-7387 from 8 am to 7 pm Central time, 7 days a week during the recall. Or, consumers can email Nature's Variety directly via cservice@naturesvariety.com.

Reed Howlett, Chief Executive Officer of Nature's Variety, stated, "At Nature's Variety we take quality and safety very seriously. We believe that under all circumstances, health and safety comes first, and we are committed to providing the best possible nutrition for pets."

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Nature's Variety Issues Nationwide Voluntary Recall of Instinct® Raw Chicken Formula Because of Possible Salmonella Health Risk

Photo



Pure, Instinctive Nutrition*

We believe the most instinctive food for dogs is a grain-free, all natural raw diet.

Formulated to mirror your dog's ideal ancestral diet, Instinct raw provides pure animal protein for lean muscles and strong bones, natural ingredients for optimal nutrient absorption, and nutritious oils for healthy skin and coat - all in a convenient, safe and delicious form your dog will love.

Give your dog pure nutrition from Instinct and experience vibrant health you can see.

Thaws in Minutes!

TO SOME, EARLY.

- 1 Scoop 2 Serve

Tips

Instinct raw is complete and balanced so you can serve it as your dog's main diet.

You can also serve Instinct raw with any table or canned food.



Ingredients

Chicken (including Ground Chicken Bone), Turkey Heart, Turkey Liver, Turkey Bone, Yeast Culture, Pumpkin Seeds, Watermelon Seeds, Apple, Broccoli, Banana Squash, Gink, Cold Water Fish, Great Egg, Coconut, Spinach, Chia (Cherry Seed), Blueberries.

Calorie Content (calculated)

Metabolizable Energy
1,729 kcal/kg
180 kcal/cup

Contact Us
instinctraw.com
1-888-711-7317



Guaranteed Analysis

Crude Protein (min) 13.0%
Crude Fat (min) 8.5%
Crude Fiber (max) 2.5%
Moisture (max) 67.5%

Complete & Balanced

Nature's Variety Instinct raw Chicken Formula provides complete and balanced nutrition for dogs of all life stages and is comparable in nutritional adequacy to a product which has been substantiated using AAFCO feeding trials.

Amount to Feed

The table below shows the number of cups to feed each day based on pet weight and activity level. For puppies and pregnant & nursing mothers, feed up to twice the "adult maintenance" amount listed below. To receive a more specific feeding recommendation based on additional factors, visit instinctraw.com/feeding.

NUMBER OF CUPS PER DAY*	8 - 15 lb	14 - 25 lb	26 - 50 lb	51 lb +
ADULT MAINTENANCE	1 - 2	2 - 3	3 1/2 - 4	4 +
WEIGHT LOSS	8 - 15	1 1/2 - 1 1/2	1 1/2 - 2 1/2	2 1/2 +

*Assumes 1 lb of bodyweight. **For pet's weight in wet food form, visit instinctraw.com/feeding.

About Nature's Variety®

Nature's Variety is a department of Instinct Pet Food. We believe the most instinctive food for dogs is a grain-free, all natural raw diet. We believe the most instinctive food for dogs is a grain-free, all natural raw diet. We believe the most instinctive food for dogs is a grain-free, all natural raw diet.

Nature's Variety products are never irradiated. Irradiation is a process used to kill bacteria and extend shelf life. It is not a natural process and can damage the nutritional value of the food. We do not use irradiation in any of our products. We believe the most instinctive food for dogs is a grain-free, all natural raw diet.

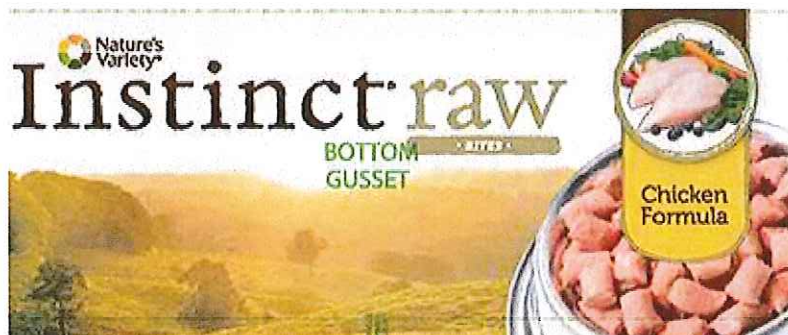
Safe Raw Food, Quality Assured

Instinct raw is made in a facility that follows strict HACCP (Hazard Analysis and Critical Control Points) protocols. We use only the highest quality ingredients and follow strict safety protocols to ensure the safety of our products. We believe the most instinctive food for dogs is a grain-free, all natural raw diet.

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Simple Handling Tips

When serving Instinct raw, always use clean hands and feeding bowls. Keep your dog's water bowl clean and fresh. Always use clean hands and feeding bowls. Keep your dog's water bowl clean and fresh. Always use clean hands and feeding bowls. Keep your dog's water bowl clean and fresh.



Safe raw food,
quality assured

Complete
and balanced

All Natural,
nothing artificial



Nature's
Variety®
Instinct
raw
• PATTIES •

95%

CHICKEN, TURKEY,
ORGANS AND BONES

5%

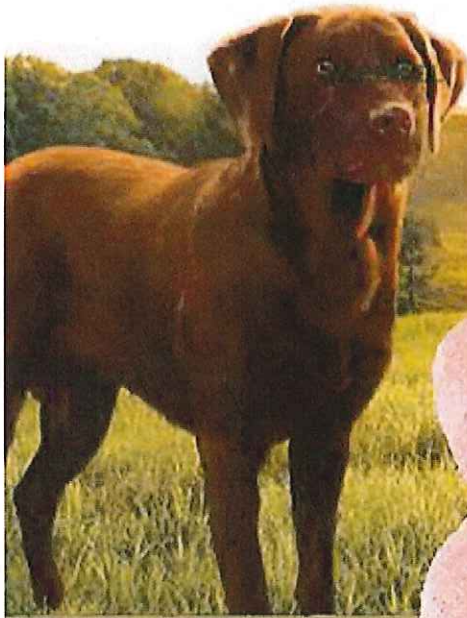
VEGETABLES, FRUITS AND
HYPO-ALLERGENIC INGREDIENTS

0%

GRAIN AND
GLUTEN



Chicken
Formula



NET WT: 6.0 LB (2.7 kg)

NUTRITION FOR DOGS
NOURNITURE POUR CHIENS

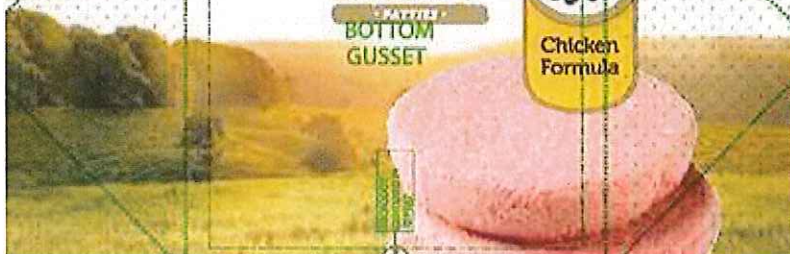
12

CONVENIENT
PATTIES

Nature's
Variety®
Instinct
raw
• PATTIES •
BOTTOM
GUSSET



Chicken
Formula



Nature's Variety®
Instinct raw

Pure, Instinctive Nutrition®

We believe the most instinctive food for dogs is a grain-free, all natural raw diet.

Formulated to mirror your dog's ideal ancestral diet, Instinct® Raw provides pure animal protein for lean muscles and strong bones, natural ingredients for optimal nutrient absorption, and nutritious oils for healthy skin and coat - all in a convenient, safe, and delicious form your dog will love.

Give your dog pure nutrition from Instinct® and experience vibrant health you can see.

Easy to Serve!

TO SERVE, SIMPLY:

- 1 Thaw** **2 Serve**

tips

Instinct® Raw is complete and balanced so you can serve it as your dog's sole diet.

You can also serve Instinct® Raw with any kibble or canned food.



Ingredients

Oven-Broiled Ground Chicken Breast, Turkey Breast, Turkey Liver, Turkey Bone, Head Cutlets, Poultry Gizzards, Non-Hydrolyzed Egg, Apples, Broccoli, Artichoke Squash, Salt, Cod Liver Oil, D-Rib Side, Carrots, Spinach, Dried Okra, Rosemary, Marjoram.

Caloric Content (calculated)

Metabolizable Energy
 1,771 kcal/kg
 781 kcal/patty

Contact Us
 instinctfoods.com
 1.888.319.7747



Guaranteed Analysis

Crude Protein (avg): 15.0%
 Crude Fat (avg): 8.0%
 Crude Fiber (avg): 2.0%
 Moisture (avg): 67.0%

Complete & Balanced

Nature's Variety Instinct® Raw Chicken Formula provides complete and balanced nutrition for dogs of all life stages and is comparable to nutritional adequacy to a product which has been substantiated using AAFCO feeding trials.

Amount to Feed

The table below shows the number of patties to feed each dog based on pet weight and activity level. For puppies and pregnant & nursing mothers, feed up to twice the "adult maintenance" amount listed below. To receive a more specific feeding recommendation based on additional factors, visit instinctfoods.com/feedingguide.

				
NUMBER OF INSTINCT RAW PATTIES	2 - 11 lbs	10 - 25 lbs	26 - 55 lbs	55 - 75 lbs**
ADULT MAINTENANCE	1 - 1	1 - 1.5	1.5 - 2	2 - 2.5
WEIGHT LOSS	1 - 1	1 - 1	1 - 1.5	1.5 - 2

*Each patty is approx. 8 oz. **For pet's weight & not total weight with InstinctRaw.com

About Nature's Variety®

Nature's Variety is an independent pet food company located in the Midwest. Our passion is to empower people to live better for the love of pets, and we see the future of animal care as pet food. We believe the best nutrition comes from healthy, natural ingredients. Our team is passionate about providing precise nutrition without the guesswork.

Nature's Variety products are 100% Instinctive & unseasoned. If you or your pet do not completely agree with our food, or any Nature's Variety product, simply return the unused portions, along with the original sales receipt, to your Nature's Variety retail store for a complete refund or replacement.

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Join our community at facebook.com/instinct

Safe Raw Food, Quality Assured

Instinct Raw is made in an extremely clean manufacturing facility. As part of our food safety protocols, we utilize a 100% cold and pressure washed High Pressure Water (HPW) to ensure food safety. This process kills pathogenic bacteria while preserving natural flavor, so the food is quality assured to be safe without being cooked - We all win!

MAINTAINED BY GSA (NASC) 7/09
 INSTINCT RAW PATTIES
 Nature's Variety, Inc. 10111
 www.naturesvariety.com

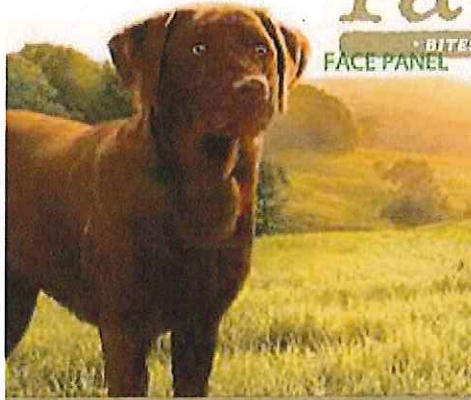


Simple Handling Tips

When using Instinct Raw, dogs use common sense handling. • Each patty will weigh 8 oz. • Each bag has a resealable zipper. • For puppies that only eat Instinct Raw, follow your pet's diet order by feeding 1 to 2 patties per meal in the refrigerator overnight or by approximately 4 to 6 hours for that first meal. • Product should still be cold in the bag when served. • Depending on your eating schedule, there is a healthy preparation time and feeding time, and any other time that works or suits the animal with the best results. • If your pet does not consume all the food in a meal, return it to the store, unless you have the receipt. • Use the easy zipper to reseal your bag and your pet's bowl after each feeding.

©2014 NATURE'S VARIETY. Some package sizes to match retailers.

Nature's Variety
Instinct[®]
raw
 BITES
 FACE PANEL



95%
 CHICKEN, TURKEY,
 ORGANS AND BONES

5%
 VEGETABLES, FRUITS AND
 NUTRITIONAL SUPPLEMENTS

0%
 GRAIN AND
 GLUTEN



Chicken
 Formula



NET WT: 4.0 LB (1.8 kg)
 NUTRITION FOR DOGS - NOURRITURE POUR CHIENS

Pure, Instinctive Nutrition[®]

We believe the most instinctive food for dogs is a grain free, all natural raw diet.

Formulated to mirror your dog's ideal ancestral diet, Instinct[®] Raw provides pure animal protein for lean muscle and strong bones, natural ingredients for optimal nutrient absorption, and nutritious oils for healthy skin and coat - all in a convenient, safe, and delicious form your dog will love.

Give your dog pure nutrition from Instinct[®] and experience vibrant health you can see.

Thaws in Minutes!

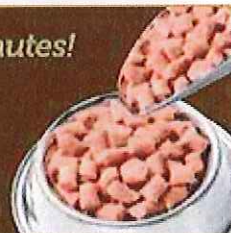
TO SERVE, simply:

- 1 Scoop 2 Serve

tip

Instinct[®] Raw is complete and balanced so you can serve it as your dog's sole diet.

You can also serve Instinct[®] Raw with any kibble or canned food.



Ingredients

Chicken (including Ground Chicken Bone), Turkey Heart, Turkey Liver, Turkey Bone, Yeast Culture, Pumpkinseed, Watermelon Seed, Apples, Broccoli, Butternut Squash, Sea, Cod Liver Oil, Dried Eggs, Carrots, Spinach, Dried Chicken Fat, Blueberries.

Calorie Content (calculated)

Metabolizable Energy
 1,371 kcal/kg
 180 kcal/cup

Contact Us
 instinct@of.com
 1.888.511.7367



Guaranteed Analysis

Crude Protein (min) 51.0%
 Crude Fat (min) 8.0%
 Crude Fiber (max) 2.0%
 Moisture (max) 67.0%

Complete & Balanced

Nature's Variety[®] Instinct[®] Raw Chicken Formula provides complete and balanced nutrition for dogs of all life stages and is comparable in nutritional adequacy to a product which has been substantiated using AAFCO feeding trials.

Amount to Feed

The table below shows the number of cups to feed each day based on pet weight and activity level. For puppies and pregnant & nursing mothers, feed up to twice the "Adult Maintenance" amount listed below. To receive a more specific feeding recommendation based on additional factors, visit instinctof.com/helpdesk.

				
NUMBER OF CUPS PER DAY	3 - 11.5%	11 - 25%	26 - 50%	51.0%
ADULT MAINTENANCE	1 - 2	2 - 3	3 - 4	4+
Weight (Lbs)	8 - 13	13 - 18	18 - 25	25+

*Standard 1/2 cup measuring cup **If your pet's weight is not listed here, visit instinctof.com

About Nature's Variety[®]

Nature's Variety is a subsidiary of Best Friends Animal Society. We are committed to providing the highest quality, all-natural, grain-free, and healthy pet food products. We have a passion for providing your pet with the best nutrition possible.

Nature's Variety products are 100% Satisfaction Guaranteed. If you or your pet are not completely satisfied, we will refund your money. No questions asked. Along with the highest quality products, we also offer a complete range of pet supplies.

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Join our community at instinctof.com

Safe Raw Food, Quality Assured

Instinct[®] Raw is made in our proprietary natural processing facility. As part of our food safety protocol, we utilize a 100% natural preservative, high-pressure processing (HPP) to ensure food safety. We process the ingredients through water pressure at 8,000 psi to kill any bacteria and ensure the food is safe to eat.

Quality ingredients in every ingredient.

Simple Handling Tips

When serving Instinct[®] Raw, simply use a measuring cup to scoop a cup of bites into a bowl. Instinct[®] Raw is a moist, soft, and easy to eat diet. It is also a great source of protein and healthy fats, and is a great source of vitamins and minerals. Instinct[®] Raw is a complete and balanced diet. It is also a great source of protein and healthy fats, and is a great source of vitamins and minerals. Instinct[®] Raw is a complete and balanced diet. It is also a great source of protein and healthy fats, and is a great source of vitamins and minerals.

