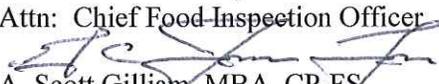




**DATE:** June 13, 2013  
**TO:** All Local Health Departments  
Attn: Chief Food Inspection Officer  
**FROM:**   
A. Scott Gilliam, MBA, CP-FS  
Director, Food Protection Program  
**SUBJECT:** Hickory Hollow Jerky, LLC Recall

**SUGGESTED ACTION:**

Class II Recall; Approximately 1,800 pounds of flavored beef jerky products because of misbranding and an undeclared allergen; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by USDA, the products being recalled were distributed in the State of Indiana. The products were produced on various dates between Dec. 4, 2012 and June 4, 2013 and were sold nationwide. The product was sold at retail and over the Internet. Detail store information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-8475.+

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**Alabama Firm Recalls Beef Jerky Products Due to Misbranding and Undeclared Allergen**

Recall Release  
FSIS-RC-039-2013

**CLASS II RECALL  
HEALTH RISK: LOW**

Congressional and Public Affairs  
Stacy Kish  
(202) 720-9113

**WASHINGTON, June 12, 2013** - Hickory Hollow Jerky, LLC, a Eufaula, Ala. establishment, is recalling approximately 1,800 pounds of flavored beef jerky products because of misbranding and an undeclared allergen. The products contain Worcestershire sauce, and fish (anchovy paste) is a subcomponent. Fish is a known allergen, which is not declared on the product label.

The products subject to recall include:

- 3-oz. Original Recipe "HICKORY HOLLOW BEEF JERKY" bearing the establishment number "EST. 34550" inside the USDA mark of inspection on the label.

- 3-oz. Sweet Heat BBQ "HICKORY HOLLOW BEEF JERKY" bearing the establishment number "EST. 34550" inside the USDA mark of inspection on the label.
- 3-oz. Hot Shot "HICKORY HOLLOW BEEF JERKY" bearing the establishment number "EST. 34550" inside the USDA mark of inspection on the label.

The products were produced on various dates between Dec. 4, 2012 and June 4, 2013 and were sold nationwide. The product was sold at retail and over the Internet.

The problem was discovered by an FSIS inspector who conducted a label review prompted by the April 30, 2013, release of FSIS Notice 29-13, which prompts FSIS inspectors to check labels for accuracy. FSIS took the step of issuing the notice in an effort to protect vulnerable consumers after observing an increase in the number of products recalled from 2008 through 2012 due to the presence of undeclared allergens or other ingredients. FSIS personnel are responsible for verifying that establishments are actively labeling the eight most common food allergens.

FSIS and the company have received no reports of adverse reactions due to consumption of these products. Anyone concerned about a reaction should contact a healthcare provider.

FSIS routinely conducts recall effectiveness checks to verify recalling firms notify their customers of the recall and that steps are taken to make certain that the product is no longer available to consumers.

Consumers and media with questions about the recall should contact Russ Robbins, a company consumer contact, at [hhjerky@gmail.com](mailto:hhjerky@gmail.com).

Consumers with food safety questions can "Ask Karen," the FSIS virtual representative available 24 hours a day at [AskKaren.gov](http://AskKaren.gov) or via smartphone at [m.askkaren.gov](http://m.askkaren.gov). "Ask Karen" live chat services are available Monday through Friday from 10 a.m. to 4 p.m. ET. The toll-free USDA Meat and Poultry Hotline 1-888-MPHotline (1-888-674-6854) is available in English and Spanish and can be reached from 10 a.m. to 4 p.m. (Eastern Time) Monday through Friday. Recorded food safety messages are available 24 hours a day.

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