



Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: April 5, 2013

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

FROM: 
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Rich Products Corporation Expanded Recall 2

SUGGESTED ACTION: Unclassified Recall; 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; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the recalled products were distributed in the State of Indiana. The products were distributed nationwide to Retail Stores and select Foodservice Distribution Customers. These products are regulated by FDA. 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.

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.

Rich Products Corporation Expands Voluntary Recall to All Products Produced at Its Waycross, Georgia Facility Due to Possible Contamination with *E. Coli* O121

Contact

Consumer:
1-888-220-5955

Media:
Dwight Gram
716-878-8749

FOR IMMEDIATE RELEASE - April 4, 2013 - 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* 0121 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.

Specific product information is as follows:

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	15821182 -	10041322652925

	Pleezer 10/2.57lb.	15823088	
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

The products were distributed nationwide to Retail Stores and select Foodservice Distribution Customers.

Rich's has already notified all of its distributors and customers who have received the product in question, and has directed them to remove and destroy the affected product. All other affected product under Rich's control has been quarantined and will be destroyed. Rich's has previously filed with the Reportable Food Registry, ICSR #1029392. A new Reportable Food Registry filing has been made, ICSR # 1029453 and is linked to the original report.

Customers who have purchased these products and have any questions should contact Consumer Relations at 1-888-220-5955 24 hours, 7-days per week, or visit our website at farmrich.com.

**Note to editors: The products in this recall only pertain to the Waycross, Ga. Facility. This recall does NOT include the following Farm Rich products: Mozzarella Sticks, Jalapeño Peppers, Marinara Stuffed Mozzarella Sticks, Mushrooms, Stuffed Pretzel Bites, Queso Cheese Bites,*

Pepper Bites, Onion Rings and all varieties of Meatballs and French Toast Sticks (These products are manufactured in different facilities that are not affected by the recall).

Initial Press Release¹

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