



**Indiana State
Department of Health**
An Equal Opportunity Employer

Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: March 5, 2014

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

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

SUBJECT: Plum Organics - RECALL [Food]

**AFFECTED
PRODUCT:** World Baby line of pouch products

SUMMARY: Unclassified Recall; There is a possibility that small fragments could loosen, detach and present a choking hazard if the product is consumed. The recalled products include World Baby Italy and World Baby Thailand varieties and can be identified by the following "Best By" dates on the package:

- World Baby Italy–Zucchini & Spinach with Pasta Marinara with "Best By" date of 09Sep14 (Sept. 9, 2014).
- World Baby Thailand–Roasted Pumpkin & Coconut Rice with "Best By" date of 10Sep14 (Sept. 10, 2014).

Approximately 12,000 cases of the recalled products were shipped nationwide to grocery, mass and online retailers in the United States. No other Plum products are affected by this recall.

**SUGGESTED
ACTION:** Recommend notification of affected parties via phone, fax, or e-mail. Consumers who have purchased affected products can contact the Plum Organics Consumer Hotline 24 hours a day, 7 days a week at 866-535-3774 or send an email to info@plumorganics.com to request reimbursement. For more information visit: www.plumorganics.com/March2014Recall. Furthermore, if any recalled products are found, notify this office at 317-233-8475.

Recall -- Firm Press Release



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.

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.

Plum Organics Voluntarily Recalls Limited Quantity of Two Varieties of World Baby Pouch Products

Contact:

Consumer:
866-535-3774

Media:
Carla Burigatto
856-342-3737
Plum Organics
media@plumorganics.com

FOR IMMEDIATE RELEASE - March 4th, 2014 - Plum Organics is voluntarily recalling a limited quantity of two varieties of its World Baby line of pouch products due to intermittent damage to the plastic spouts during manufacturing.

There is a possibility that small fragments could loosen, detach and present a choking hazard if the product is consumed. These products should not be given to children. Plum has received approximately 14 consumer complaints about damaged spouts. No injuries have been reported to date. Out of an abundance of caution, Plum is removing all affected pouches from the marketplace.

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The company announced the recall after discovering damage to the top rim of the spout in some pouches. The damage should be plainly visible as a depression in the rim, possibly with a fragment of plastic attached to the damaged area.

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Plum Organics Voluntarily Recalls Limited Quantity of Two Varieties of World Baby Pouch Products
Photos

STAGE 2 WORLD BABY ITALY
Zucchini & Spinach with Pasta Marinara

Please check your pouch package for the Best By (BB) date.
Any Stage 2 World Baby Italy pouch with the Best By date of 09 SEP14
(September 9, 2014) should not be consumed.



STAGE 2 WORLD BABY THAILAND

Roasted Pumpkin & Coconut Rice

Please check your pouch package for the Best By (BB) date.
Any Stage 2 World Baby Thailand pouch with the Best By date of 10 SEP14
(September 10, 2014) should not be consumed.

