

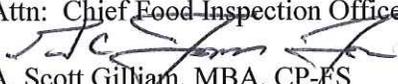


Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: April 1, 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 Recall

SUGGESTED

ACTION: Unclassified Recall; Farm Rich® Mini Quesadillas (PC 35635), Farm Rich® Mini Pizza Slices (PC 35643 and PC 37690), Farm Rich® Philly Cheese Steaks (PC 35634), Farm Rich® Mozzarella Bites (PC 37443 and PC 37691) and Market Day® Mozzarella Bites (PC 80435), produced from November 12, 2012 to November 19, 2012 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 Farm Rich products were distributed in retail stores nationwide. Market Day® is a fundraising food cooperative that distributed the Mozzarella Bites. These products are partially baked, dough enrobed, snack items that consumers bake or microwave at home. 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 announces a voluntary recall of Farm Rich® Mini Quesadillas, Farm Rich® Mini Pizza Slices, Farm Rich® Philly Cheese Steaks, Farm Rich® Mozzarella Bites, and Market Day® Mozzarella Bites due to possible contamination with E. Coli O121

Contact

Consumer:

1-888-220-5955

FOR IMMEDIATE RELEASE - March 28, 2013 - Rich Products Corporation of Buffalo, New York, is announcing a voluntary recall of **Farm Rich® Mini Quesadillas** (PC 35635), **Farm Rich® Mini Pizza Slices** (PC 35643 and PC 37690), **Farm Rich® Philly Cheese Steaks** (PC 35634), **Farm Rich® Mozzarella Bites** (PC 37443 and PC 37691) and **Market Day® Mozzarella Bites** (PC 80435), produced from November 12, 2012 to November 19, 2012 due to possible contamination with Escherichia coli O121 bacteria ("E. Coli O121").

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.

The Farm Rich products were distributed in retail stores nationwide. Market Day® is a fundraising food cooperative that distributed the Mozzarella Bites. These products are partially baked, dough enrobed, snack items that consumers bake or microwave at home.

Specific product information is as follows:

Farm Rich® Mini Quesadillas are packaged in 18 oz. bags. **The product code is 35635**, the production date is November 14, 2012 with a Julian Date of 15822319. **The UPC Code is 041322356352** and the "Best By" date on the package is **May 14, 2014**.

Farm Rich® Mini Pizza Slices are packaged in 22 oz. bags. **The product code is 35643**, the production date is November 15, 2012 with a Julian Date of 15822320 and November 16, 2012 with a Julian Date 1582 2321. **The UPC Code is 041322356437** and the "Best By" date on the package is **May 15 or May 16, 2014**.

The Farm Rich® Mini Pizza Slices are also packaged in a 7.2 oz. carton. **The product code is 37690**, the production date is also November 15, 2012 with a Julian Date of 1582 2320 and November 16, 2012 with a Julian Date 1582 2321. **The UPC Code is 041322376909** and the "Best By" date on the package is **May 15 or May 16, 2014**.

Farm Rich® Philly Cheese Steaks are packaged in 21 oz. bags. **The product code is 35634**, the production date is November 13, 2012 with a Julian Date of 1582 2318. **The UPC Code is 041322356345** and the "Best By" date on the package is **May 13, 2014**.

Farm Rich® Mozzarella Bites are packaged in 22 oz. bags. **The product code is 37443**, the production date is November 19, 2012 with a Julian Date of 1582 2324. **The UPC Code is 041322374431** and the "Best By" date on the package is **May 19, 2014**.

Farm Rich® Mozzarella Bites are packaged in a 7 oz. carton. **The product code is 37691**, the production date is November 19, 2012 with a Julian Date of 1582 2324. **The UPC Code is 041322376916** and the “**Best By**” date on the package is **May 19, 2014**.

Market Day® Mozzarella Bites are packaged in a 22 oz. carton. **The product code is 80435**, the production date is November 12, 2012 with a Julian Date of 1582 2317. **The UPC Code is 041322804358** and the “**Best By**” date on the package is **May 12, 2014**.

At Rich’s, food safety and the safety of our consumers is of paramount importance. Since discovering that illnesses may be linked to our products, we have been working quickly and extensively with the Food Safety Inspection Service at USDA, as well as the Food and Drug Administration. We also are working as fast as possible to investigate and identify the possible source of contamination. We will be keeping all customers and the public fully informed as we learn more in the coming days.

Rich’s has already notified all of its distributors and retailers who have received the product in question and has directed them to remove and destroy the affected product.

Consumers who have purchased these Farm Rich products and have any questions should contact Farm Rich Consumer Relations at 1-888-220-5955 8 am to 8 pm EST Monday through Friday, or visit our website at farmrich.com¹.

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[RSS Feed for FDA Recalls Information](#)² [what's this?³]

Photo: Product Labels⁴