



04-04-13

RECALL NOTICE

A nationwide recall of frozen convenience foods has been initiated by Rich Products Corporation. The recall is in response to the detection of pathogenic E. coli O121 bacteria found in some of the products that were produced in their Waycross Georgia facility.

Since 12/30/2012 there have been 26 confirmed cases of E coli O121 infection in 15 states, including two in Wisconsin.

- For more information about the multi-state investigation please visit the CDC website: <http://www.cdc.gov/ecoli/2013/O121-03-13/index.html>

For detailed information about the distribution and descriptions of recalled products please visit the links below. The list of recalled products and distribution/retail sales sites is expected to change, check the Farm Rich and USDA sites for updates. The recalled food products include Farm Rich products as well as foods produced by Rich Products for Schwann's (a home grocery delivery service) and Market Day (a school grocery fundraising program).

- Recall Press Release FSIS:
<http://www.fda.gov/Safety/Recalls/ucm346633.htm?source=govdelivery>
- Retail Distribution List:
http://www.fsis.usda.gov/PDF/RC_025_2013_Retail_List.pdf
See the "Widely distributed territories" and the "Wisconsin" link to view grocers and retail distributors who potentially received the recalled product.



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Infection with *E. coli* O121 can result in dehydration, bloody diarrhea and abdominal cramps 2–8 days (3–4 days, on average) after exposure to the organism. While most people recover within a week, some develop a type of kidney failure called HUS, Hemolytic Uremic Syndrome. This condition can occur among persons of any age but is most common in children under 5–years old and older adults. Symptoms of HUS may include fever, abdominal pain, pale skin tone, fatigue, small, unexplained bruises or bleeding from the nose and mouth, decreased urination, and swelling. Persons who experience these symptoms should seek emergency medical care immediately.

Consumers with questions regarding the recall should contact the company's consumer line at (888) 220–5955 from 8 a.m. to 8 p.m. EST Monday through Friday or visit the company website at www.farmrich.com.

<http://farmrich.com/productsafety>

<https://www.marketday.com/welcome.aspx>