



Environmental  
Health

# County of Santa Cruz

## HEALTH SERVICES AGENCY

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## PUBLIC HEALTH ADVISORY

<b>Advisory</b>	Recall of Malt-O-Meal Puffed Rice and Puffed Wheat Cereals
<b>Principal Investigator:</b>	Jerry LeMoine
<b>Date:</b>	April 16, 2008
<b>Release #:</b>	2008-Malt-O-Meal

### INCIDENT

- Malt-O-Meal announced today that it is voluntarily recalling its unsweetened Puffed Rice and unsweetened Puffed Wheat Cereals produced with "Best If Used By" codes between April 8, 2008 (coded as "APR0808") and March 18, 2009 (coded as "MAR1809") because they may have the potential to be contaminated with Salmonella. The recalled product was distributed nationally, marketed under the Malt-O-Meal brand and as some private label brands including Acme, America's Choice, Food Club, Giant, Hannaford, Jewel, Laura Lynn, Pathmark, Shaw's, ShopRite, Tops and Weis Quality. A comprehensive listing of impacted products can be found at [www.malt-o-meal.com/recallinfo](http://www.malt-o-meal.com/recallinfo).

### HEALTH DEPARTMENT ACTION

- Santa Cruz County Environmental Health Division has reviewed the distribution list and determined that no retail outlets in Santa Cruz County are affected. However Santa Cruz County Environmental Health Division wants to ensure the public is aware of the recall in the event that the products may have been purchased at a location outside of the County.

### RECOMMENDATIONS

- Santa Cruz County Environmental Health Division is warning consumers not to eat Malt-O-Meal unsweetened Puffed Rice and unsweetened Puffed Wheat Cereals produced with "Best If Used By" codes between April 8, 2008 (coded as "APR0808") and March 18, 2009 (coded as "MAR1809"). Consumers who have purchased any products covered by this recall are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-877-665-9331. Information regarding this recall, including images of the Malt-O-Meal product packaging, also will be posted to the company's website at [www.malt-o-meal.com/recallinfo](http://www.malt-o-meal.com/recallinfo).

### INFORMATION

- No illnesses have been reported to date in connection with this situation. All other Malt-O-Meal products are unaffected by this action and are safe for continued sale and consumption. The



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- **Health Alert:** conveys the highest level of importance; warrants immediate action or attention.
- **Health Advisory:** provides important information for a specific incident or situation; may not require immediate action.
- **Health Update:** provides updated information regarding an incident or situation; unlikely to require immediate action.

products affected by this recall represent less than one-half of one percent of the company's annual production of ready-to-eat cereal.

- The recall was initiated after the company's internal routine food safety testing detected the presence of Salmonella in a product produced on March 24, 2008. The company immediately commenced an investigation to determine the root cause of this one positive finding as well as the extent of any possible exposure. Initial results from this follow-up investigation indicate that additional product may have been exposed to this contaminant. Thus, out of an abundance of caution to protect consumers, the company has chosen to voluntarily remove all unsweetened Puffed Rice and unsweetened Puffed Wheat products with "Best If Used By" codes between April 8, 2008 (coded as "APR0808") and March 18, 2009 (coded as "MAR1809"). Investigation into the source of the Salmonella has determined a root cause of this situation and corrective measures have been taken to ensure that there is no reoccurrence of this issue.
- Salmonella is an acute bacterial infection that can cause diarrhea, fever and vomiting. Symptoms usually develop within one to four days after eating contaminated food. Most cases resolve without the need for medical attention. However, some individuals with salmonellosis develop serious illness that can lead to hospitalization. If you have consumed this product within the last 4 days and develop any of the above symptoms, please seek medical attention.

[www.santacruzhealth.org/alerts](http://www.santacruzhealth.org/alerts) for informational updates and other alerts