Tuesday, March 09, 2010

Please Note: This may not affect ALL Nature's Variety Customers…so please check your freezers for the following SKU's listed below. If you do not order these SKU's, this message is serving as an update so you are aware of the issue and the FDA's focus on the review of Raw Food. Other Raw Food manufacturers may soon be finding themselves in a similar situation.

Nature's Variety has issued a Voluntary Recall on their raw frozen chicken diet dated before Feb 6th, 2011. (February 5th, 2011 or earlier)

Raw Frozen Chicken products produced with a best before of Feb 6th, 2011 or later are NOT affected. This recall does not affect any other Raw Frozen products, frozen bones, dried bones, freeze dried medallions, Sweetspots or Dry Kibble. The following SIX products currently carried by Maddies' are potentially affected: See below

Item No.	Description	UPC
61101	NV Prairie FZN Raw Chicken - 10 / 454g Trial Size (0.75lb)	7 69949 60131 9
61102	NV Prairie FZN Raw Chicken - 9 / 1.36 Kg Chicken Formula Medallions (3lb.)	7 69949 60130 2
61103	NV Prairie FZN Raw Chicken - 6 / 2.72 Kg Chicken Formula Patties (6lb.)	7 69949 60120 3
61104	NV Prairie FZN Raw Chub Chicken 2 lb - 3/12lb Chicken Formula Single Chubs	7 69949 60121 0
61126	NV Prairie FZN Raw Organic Chicken - 9 / 1.36 Kg Chicken Formula Medallions (3lb)	7 69949 60137 1
61127	NV Prairie FZN Raw Organic Chicken - 6 / 2.72 Kg Chicken Formula Patties (6lb.)	7 69949 60127 2

If you find any product with this **"Best if Used By" before 02/06/11**, please review the Certificate of Destruction Letter attached immediately. Only the first page of the Certificate of Destruction applies to the SKU's listed above. (First 4 and last 2 on the first page…)
Please Cut the UPC"s and Expiry date off these products/bags and return with the Certificate of Destruction to Maddies and we will reimburse you immediately.

Destruction Method: Empty all product from packaging and dispose of product and packaging in a lined trash container. Closed trash bags may be picked up by regular garbage service.

To ensure that these diets are free from pathogens, Nature's Variety are putting all raw products through a high pressure pasteurization process. **The product in question on this recall did not go through the HPP process so as a precautionary measure, they are removing all chicken product so as to avoid any other potential future voluntary recalls. All product dated Feb 6, 2011 and later has been through the HPP process and should not encounter any further issues.**

If you'd like additional information, please visit www.naturesvariety.com or call our dedicated Customer Care line 24 hours a day, 7 days a week at 800-374-3142.

MADDIES Natural Pet Products Ltd.
Visit our website: www.maddiespet.com