



May 18, 2012

Dear Valued River Ranch customer -

**URGENT: RIVER RANCH SALAD RECALL**

River Ranch Fresh Foods, LLC of Salinas, CA is initiating a voluntary recall of retail and foodservice bagged salads, because they have the potential of being contaminated with *Listeria monocytogenes* following routine random retail salad finished product tests conducted in the marketplace by the Food & Drug Administration.

See attached list for specific products sold to you, including label, item description, purchase order number, sales order, River Ranch Item number, UPC, best if used by date and total quantity shipped.

The recalled retail and foodservice salad bags have either "Best By" code dates between 12MAY2012 – 22MAY2012 or Julian dates between 116 – 125. The code date is typically located in the upper right hand corner of the bags.

Please note that there have been **NO** reported illnesses associated with this recall. We are taking this action as a precautionary measure and are working closely with the Food & Drug Administration and California Department of Public Health.

*Listeria monocytogenes* is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, Listeria infection can cause miscarriages and stillbirths among pregnant women.

River Ranch has set up a 24-hour customer service call center at 1-800-762-7708, which is included in the press release. We are urging consumers who have purchased this product not to consume the salad and return to the place of purchase for a full refund.

Please immediately examine your warehouse and store level inventory to determine if you have any of the attached products on hand. If so, please discontinue distribution and destroy according to our Recovery Process Procedure below. Please fax the Customer Destruction Notification Form to 831-784-4008.

If you have further distributed any of the products attached, please immediately institute a recall of those products to insure they are removed from the distribution chain and destroyed accordingly.

We appreciate your assistance in this matter.

Sincerely,

Bruce Knobeloch

President



## **RIVER RANCH FRESH FOODS RECOVERY PROCESS PROCEDURE**

### *DISPOSING PRODUCT*

It is imperative that all products be disposed in a manner where it is impossible for a consumer to obtain it and consume it.

#### **Acceptable Disposal Methods**

1. Bags/containers are opened, product is dumped in a container, and taken to a dump that buries the product
2. Bags/containers are placed into a trash compacter and crushed into a condensed block.

Special note: It is not acceptable to place product into a dumpster. Someone might reach into the container, remove it and consume it.

#### **Information Needed**

1. Amounts of bags, and/or boxes of each product and label
2. The date and method of disposal, if taken by a company for disposal the name of the company
3. Any type of coding that will identify the product. This can include bag/box codes, invoice numbers, PO Numbers, or any other method that can track the product.



**CUSTOMER DESTRUCTION NOTIFICATION FORM  
SEND BACK TO RIVER RANCH**

<b>Customer Name:</b>		
<b>Address:</b>		
<b>Fax#</b>		
<b>Destruction Date:</b>		
<b>Size:</b>		
<b>Label:</b>		
<b>Code:</b>		
<b>Quantity of Product Destroyed:</b>	<b>Cases:</b>	<b>Totes:</b>
<b>Destruction Witnessed by:</b>		

**Please return this form completed to:**

**River Ranch Fresh Foods  
1156 Abbott Street  
Salinas, CA 93901  
Phone: 800-538-5868  
FAX: 831-784-4008**