



FAQs about the Expanded Voluntary Recall

03.08.10

1. What action is being taken?

On March 8, 2010, Nature's Variety announced that out of an abundance of caution, we are voluntarily recalling all Chicken Formula and Organic Chicken Formula products with a "Best If Used By" date on or before 2/5/11.

2. Why now? Why is Nature's Variety expanding their voluntary recall of raw frozen chicken products?

Nature's Variety has received new test results from an outside facility that Chicken Formula Raw Frozen Diet with the "Best If Used By" date of 10/29/10 and Chicken Formula Raw Frozen Diet with the "Best If Used By" date of 11/9/10 may be contaminated with Salmonella. Therefore, we are voluntarily recalling these date codes of product from the marketplace.

Also, out of an abundance of caution, Nature's Variety has chosen to expand our voluntary recall to include all Chicken Formula and Organic Chicken Formula Raw Frozen Diets for dogs and cats with any "Best If Used By" date on or before 2/5/11.

3. Why did Nature's Variety choose to expand their voluntary recall to all raw frozen chicken products when only two specific date codes were in question?

Nature's Variety believes taking this action is an important and responsible step in order to reinforce consumer confidence and trust.

On February 11, 2010, Nature's Variety began utilizing a new food safety process on all of our Raw Frozen Diets called High Pressure Pasteurization. Adopting High Pressure Pasteurization as an additional food safety protocol was an important step to ensure that our products meet the strictest quality and food safety standards.

By recalling all raw frozen chicken products with "Best If Used By" dates on or before 2/5/11, we can provide our pet parents with new raw frozen chicken products that have been processed through High Pressure Pasteurization.

4. What is High Pressure Pasteurization?

High Pressure Pasteurization is a unique process that kills pathogenic bacteria through high-pressure, water-based technology. High Pressure Pasteurization is a USDA-approved, 100% natural process, and is allowed for use on organic and natural products.

Essentially, this technology "puts the squeeze" on food pathogens without cooking out vital nutrients or changing the fresh characteristics of food. During High Pressure Pasteurization, pressure is uniformly applied around and throughout the food product.

Please refer to the High Pressure Pasteurization Q&A to learn more about this food safety step.

5. Are you being forced to recall all raw frozen chicken products?

No, Nature's Variety is expanding the voluntary recall to all raw frozen chicken products as a precautionary step to reinforce consumer confidence and trust.

6. Which products are being cleared from the marketplace?

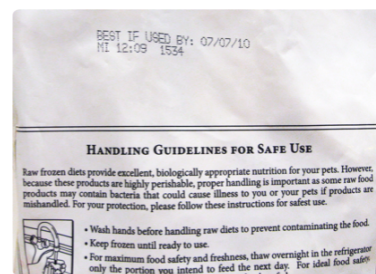
Nature's Variety Chicken Formula and Organic Chicken Formula Raw Frozen Diets with the "Best If Used By" dates on or before 2/5/11 are included in this voluntary recall.

This includes:

UPC Code	Product Description	"Best If Used By" Date
7 69949 60131 9	Chicken Formula 0.75 lb Taste of Raw medallions	on or before 2/5/11
7 69949 60130 2	Chicken Formula 3 lb medallions	on or before 2/5/11
7 69949 60120 3	Chicken Formula 6 lb patties	on or before 2/5/11
7 69949 60121 0	Chicken Formula 2 lb single chub	on or before 2/5/11
7 69949 50121 3	Chicken Formula 12 lb case of chubs	on or before 2/5/11
7 69949 60137 1	Organic Chicken Formula 3 lb medallions	on or before 2/5/11
7 69949 60127 2	Organic Chicken Formula 6 lb patties	on or before 2/5/11

7. How do I find the "Best If Used By" date?

Look for the "Best If Used By" date on the back of the package directly above the handling instructions. (See image at right.) Nature's Variety recommends that consumers who are unable to determine the "Best If Used By" date discontinue use of the product.



8. Which products are NOT included?

The following products are NOT included, and are not being cleared from the marketplace:

- Nature's Variety Chicken Formula and Organic Chicken Formula Raw Frozen Diets with "Best If Used By" dates AFTER 2/5/11
- Nature's Variety Beef, Lamb, Bison, Venison, and Rabbit Formula Raw Frozen Diets
- Nature's Variety Freeze Dried Raw foods
- Nature's Variety kibble foods (Instinct and Prairie)
- Nature's Variety canned foods (Instinct, Prairie, and Homestyle)
- Nature's Variety raw frozen bones
- Nature's Variety slow roasted bones and treats
- Nature's Variety SweetSpots treats

9. When will the new High Pressure Pasteurized chicken products be available for purchase?

The new High Pressure Pasteurized raw frozen chicken products have already begun shipping to our retail stores. Additional High Pressure Pasteurized raw frozen chicken products will be shipped to our distributor and retailer partners this week.

10. How will I be able to recognize which raw frozen chicken products have been High Pressure Pasteurized?

All raw frozen chicken products with a "Best If Used By" date on or after 2/11/11 have been High Pressure Pasteurized and is not involved in this voluntary recall.

11. Are you still selling the affected products?

No, we are no longer selling any products with the affected date codes. All retailers and distributors have been notified and directed to remove the products from store shelves, and to destroy it in a prescribed manner.

12. Where were the included Chicken Formula and Organic Chicken Formula products distributed and available?

Chicken Formula and Organic Chicken Formula Raw Frozen Diets with “Best If Used By” dates on or before 2/5/11 were distributed through retail stores and internet sales in the United States and Canada.

13. What do I do if I am in possession of one of the included products?

Nature’s Variety always offers a 100% money-back guarantee on all of our products. If your package has not been opened, please bring the unopened product to your local retail store to receive a full refund, or to exchange it for another variety. If your package has been opened, please dispose of the raw food in a safe manner by securing it in a covered trash receptacle. Then, bring your receipt (or the empty package in a sealed bag) to your local retailer for a full refund or replacement.

14. What should I do if I have given this product to my pet?

Most likely, your pet will not experience any digestive upset or unusual symptoms. However, if your pet has consumed any of the affected product and is experiencing unusual symptoms, please contact your veterinarian.

15. How can I be assured that the other proteins of Nature’s Variety Raw Frozen Diets are safe and healthy for my pet?

Pet health and safety has always been our top priority. As with all of our products, we utilize robust systems to ensure the quality and safety of our foods. Our quality control and quality assurance programs include but are not limited to: Sanitation Standard Operating Procedures (SSOP’s), Good Manufacturing Practices (GMP’s), a Hazard Analysis & Critical Control Points (HACCP) program, regular lot segregation, and other industry best practices.

- Our manufacturing facility also adheres to these specific quality measures:
- Our ingredients are sourced from USDA inspected facilities and facilities regulated by the FDA
- We adhere to state and federal regulations regarding product safety
- Our manufacturing facility is regularly monitored by third party auditors
- Our manufacturing facility is a USDA Certified Organic Processing Facility and adheres to USDA and EU standards

In addition to the steps listed above, Nature’s Variety utilizes a “test and hold” protocol to ensure that all products test negative for harmful bacteria before being released for sale.

Nature’s Variety stands behind all of our products with a 100% Satisfaction Guarantee. Please be assured that Nature’s Variety Raw Frozen Diets are safe and healthy for your pet.

16. What are your test and hold procedures?

Nature’s Variety uses a third party laboratory to test every lot of finished product in order to confirm that it is negative for select pathogenic bacteria (Salmonella, E. coli O157:H7, and Listeria monocytogenes). When the test results are reviewed and confirmed negative, the product is released for shipment to our distributor partners and then on to retail stores.

17. What additional manufacturing processes have you instituted to ensure the safety and quality of your products since the voluntary recall on February 11, 2010?

In addition to the industry best practices previously mentioned, and in an abundance of caution, we have implemented a progressive new food safety protocol called High Pressure Pasteurization for use on all Nature's Variety Raw Frozen Diets. High Pressure Pasteurization is a unique process that kills pathogenic bacteria through high-pressure, water-based technology. High Pressure Pasteurization is a USDA-approved, 100% natural process, and is allowed for use on organic and natural products.

To learn more about High Pressure Pasteurization and how Nature's Variety uses it as part of our overall food safety and quality protocols, please visit www.naturesvariety.com or reference our High Pressure Pasteurization Q&A document.

18. What are the symptoms of Salmonella poisoning in me or my pet?

Salmonella lives in the intestines of mammals, birds and reptiles and is usually harmless. Healthy people infected with Salmonella may experience some or all of the following symptoms: nausea, vomiting, diarrhea or bloody diarrhea, abdominal cramping, or fever. If you have handled the affected product and are exhibiting these symptoms, please contact your health care provider.

Pets with Salmonella infections may become lethargic and have diarrhea or bloody diarrhea, fever, or vomiting. Some pets may experience only a decreased appetite, fever, or abdominal pain. If your pet has consumed any of the affected products and is exhibiting these symptoms, please contact your veterinarian.

19. Have any animals been made sick by the Chicken Formula Raw Frozen Diet with the "Best If Used By" dates of 10/29/10 or 11/9/10?

Some pet illnesses have been reported in association with these date codes, although we are still investigating whether the reported illnesses were caused by the food.

On a daily basis, our Customer Care team speaks with many consumers. Some consumers want to learn more about ingredients, some need help finding a store, some have basic feeding questions, etc. It's not uncommon for pets to experience some digestive upset as they transition to new foods, and typically this is not a cause for concern. We will of course continue to monitor and respond to our consumer contacts and follow up with each individual question thoughtfully and thoroughly.

20. What if I think my pet is sick because of eating a raw frozen chicken diet?

If you have a dog or cat that you feel is sick, you should speak with your veterinarian. Our number one concern is the health and happiness of your pet. If you have any questions for Nature's Variety, please call us on our dedicated Customer Care line 24 hours a day, 7 days a week at 800-374-3142.

21. I am a consumer and I have more questions – whom should I call?

Consumer questions are understandable. For questions related to this expanded voluntary recall, you can call our dedicated Customer Care line 24 hours a day, 7 days a week at 800-374-3142. Or, you can email us by visiting naturesvariety.com.