

MARKET March 2022 NEWS



03
2022

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FOCUS ON CHINA

Adviser calls for increased subsidies to aid rural areas

Move aimed at improving food security and supplies. Zhao Yimeng reports.

Increasing subsidies to agricultural areas is an essential measure to ensure the supply of produce and secure national food security, said Chen Mengshan, a political adviser for the agricultural sector, during this year's session of the Chinese People's Political Consultative Conference, which concluded on March 10.

When Premier Li Keqiang delivered the Government Work Report during the opening of the fifth session of the 13th National People's Congress earlier this month, he said that to help boost agricultural production, the government issued onetime subsidies to grain growers totaling 20 billion yuan (\$3 billion) last year, and also raised the minimum prices paid for rice and wheat to appropriate levels.

Chen, a member of the CPPCC National Committee and former Party secretary of the Chinese Academy of Agricultural Sciences, said policies should be formulated to support farmers, not only by raising purchasing prices but also by increasing the subsidies transferred from the central government to local authorities.



Ensuring incomes

Agriculture is susceptible to the impact of nature, and the demand for agricultural produce is less elastic than in other sectors, he said.

That means it is not possible to rely solely on market mechanisms to ensure that farmers make reasonable incomes, he added.

He noted that with China's 128 million hectares of arable land, each household has an average of 0.52 hectares, less than 25 percent of their peers in Japan, while natural disasters and crop diseases also threaten the security of agricultural production and raise costs.

"Currently, grain subsidies provide 40 percent of farmers' incomes in the

United States, 50 percent in the European Union and 60 percent in South Korea and Japan, but only 21.3 percent in China. We must strive to achieve a reasonable level," Chen said, adding that most farmers think growing grain is not worth the effort.

He proposed providing more support for major grain-producing counties. Last year, when Chen surveyed 13 major grain-producing counties, he found that their combined output accounted for 3.78 percent of the nation's total grain production, but the total revenue generated by those counties only accounted for about 0.1 percent of the national budgetary revenue.

"The central government should transfer more subsidy payments to counties to solve the problem," Chen said, adding that the share of major taxes provided to rural areas should be increased.

He called for the establishment of agricultural belts to ensure national food security, with pilot areas on the plains of North and Northeast China and along the Yangtze River.

"We should consider establishing a payment mechanism for compensatory transfers from the main consumption areas to the agricultural belt and establishing special taxes for that region," he said.

The electricity consumed by grain-processing enterprises in the pilot belt could be priced at the same level as agricultural electricity (0.48 yuan per kilowatt-hour, rather than the general tariff of 0.8 yuan per kWh), thus

reducing the cost of each kilogram of grain by 1 cent while increasing the profits of those businesses by about 10 percent, he added.

Chen suggested that adjusting the price of electricity for the cultivation of rice, wheat and potatoes should be a priority, and major grain-growing areas would be expected to benefit first.

"It is necessary to encourage the development of breeding enterprises through land use, loans and subsidies and promote the cycle of agriculture and animal husbandry," he said.

The development of local processing companies would not only drive the expansion of rural industries, but also provide work for local residents, increasing their nonfarming income, he added.

Insurance pledges

According to the Government Work Report, the central authorities will ensure the provision of agricultural supplies, such as chemical fertilizers, at stable prices. They will also continue to provide agricultural supply subsidies to grain growers and step up support for major grain-producing areas.

Forty billion yuan of the central government's reserve funds budgeted for last year—accounting for 80 percent of the total—was mainly used for reconstruction work after major flooding and one-time subsidies for grain producers, according to a report on China's central and local budgets.

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This year, the government will allocate 41.64 billion yuan in subsidies for agricultural insurance, a rise of 30.8 percent year-on-year, to ensure that both full-cost and income insurance for the three main grain crops—rice, wheat and corn—cover all major grain-producing counties.

International News

Strong start to California avocado season

With California avocado season officially underway, West Pak Avocado, a California-based avocado supplier, saw record volume in February.

“Between a later big game this year and the week-long hiccup in supply from Mexico, California fruit saw a record 10.2 percent market share in February,” said senior vice-president of sales and marketing Doug Meyer. “At this point, over 10 percent of the California fruit for the season has been harvested, which is typically only a few percent by the end of February.”

Early preseason forecasts by the California Avocado Commission (CAC) project a 15 percent increase in volume over 2021 with a 306-million-pound crop in 2022, with the Hass variety making up the majority of the harvest. Most of the California avocado season volume is expected to occur mid-April through mid-July, with the season winding down August to October.

“We are hoping for good rainfall totals in March to help the fruit size-up for growers,” said Meyer. “We want a good distribution of sizing by mid to late April, which is when we typically see the first major uptick in harvest volume of locally-grown avocados in preparation for Cinco de Mayo.”

For 2021, the Hass Avocado Board lists the volume of California avocados at 251,593,334 pounds, which is just under nine percent of the almost 3 billion pounds total incoming volume of avocados arriving in the U.S. market from all suppliers.

Many people see California’s unique growing conditions as the perfect place to grow avocados. Nearly 3000 growers have chosen the golden state’s fertile soil, sunny weather, and cool coastal breezes to plant their trees and grow their avocados, ensuring that consumers can enjoy the fruit’s buttery texture and creamy taste. According to Rabo Research, per capita consumption of avocados in the U.S. currently stands at nine pounds but could surpass 11 pounds by 2026.

The popularity of California avocados is evident based on the increase of restaurants opting to call out the local favorite on menus and in displays and packaging on the retail side.

“For our retail customers, West Pak offers the California Gold brand of bagged avocados. This bag is filled with either conventional or organic California fruit and features the American Heart Association’s Health-Check mark,” added Meyer.

Prolifica dry texturized pea proteins shake up plant-based arena with customization

PGP International, a division Associated British Foods (ABF) Ingredients has unveiled Prolifica, a range of texturized pea proteins that offers food manufacturers more textural, shape and protein content versatility in the development of plant-based products.

“The shape, size and varied protein content are very important in developing finished applications,” Kevin Andrews, senior business development manager, PGPI, tells.

“The surface area and shape of the Prolifica granule can be critical to the developer to ensure the finished application works great in production and provides the water, flavor and color absorption required in the finished product. The protein range is also important as many products have a stated percent protein in their serving size.”

Spicing up protein blends

The growing consumer trend toward vegetarian or flexitarian diets has created a need for more plant-based protein options, especially for familiar products such as burgers, sausages or meatballs.

The rise of plant-based eating has been charted in Innova Market Insights’ Top Ten Trends for several years, culminating in “Plant-Based: A Canvass

for Innovation” as the #2 trend for 2022.

Consumers are looking for the same taste, texture and experience as traditional meat products and expect offerings to be healthy and sustainably produced. According to PGP International, Prolifica makes it possible to develop plant-based products according to these requirements.

About 23% of consumers globally report that they are trying to limit their meat intake, PGP International states.

“The pea we use comes from proprietary sources that allow us to make non-GMO and gluten-free products. What we produce offers textural qualities and attributes that work well in plant-based meats and can also be used as an extender in traditional meat products,” Andrews elaborates.

Prolifica is best suited for plant-based beef, lamb and sausage. It can be shaped into crumbs, patties or meatballs.

Andrews explains: “We use extrusion technology where we select specific qualified incoming raw materials to customize finished dried texturized proteins for our customers’ applications.”

Overcoming R&D challenges

Some of the obstacles encountered in the production and evolution of Prolifica include the addition of cleaner labels, better color retention, improved texture and flavor.

“The hurdles come in waves with our customers’ “next generation” of finished consumer products,” says Andrews.

“Prolifica offers versatility in the fact that we can customize our ingredients to fit the protein requirements, absorption levels and other attributes that are needed in the finished applications.”

Pea supplies hit hard

Pea suppliers in the plant protein sector faced tight raw material supply capacity amid rising global demand for meat alternatives in 2021. Pea availability specifically was hit by a drought in Canada, the largest pea-producing region in the world.

Canada recorded a drop of 45% in its production and pea prices have drastically increased by 120% compared to last year.

Simultaneously, Europe suffered low yields, and in France, another large pea-producing country, the crop was severely damaged by the wet weather during the harvest.

Pea protein is becoming a crucial ingredient, rivaling soy.

What happens when there is a recall?

A recall: every food processing company or distributor's worst nightmare. Most businesses in this sector pay a lot of attention to food safety, yet

there are often recalls. Even if a company sticks strictly to its own or imposed protocols, errors or contamination in the production process can never be completely ruled out. For these risks, Aon offers more than just insurance as a solution.

What does Aon do?

“We're a risk, pension, and healthcare consultancy. We use data to help clients make better decisions for different sectors. The world is becoming increasingly complex, as are the risks companies face. We help our clients identify and manage those. In the Netherlands, we have 2,500 committed experts for that,” says Vincent Spierings, Aon's Food & Agri Industry Director.

He and a group of specialized account managers serve Food & Agri sector businesses. Vincent is the Dutch market's contact person at Aon, and for that, he collaborates with his colleagues in Europe. He is also the contact for industry associations like GroentenFruit Huis and Nekovri.

What happens when there is a recall?

“Recall is the term used when goods must be removed from the trade because, for some reason, something's gone amiss. A recall presents various risks to the affected company and the entire supply chain. First and foremost, this interrupts the affected company's business operations. The government or other authority will order the production process to

be decontaminated or adjusted. And since the production flow's interrupted, there are also risks for that company's customers."

"There's a financial impact too, as costs have to be incurred, for example, for recall and product destruction. Or the company is held liable for the damage to clients in the chain. Next, the business's reputation may suffer due to the loss of trust in it or a brand, leading to falling sales. And finally, there might be continuity issues when, say, the cause of the contamination cannot be eliminated in time. A company can get insurance to cover the financial fall-out, but there are many other ways to limit this risk," explains Vincent.

Well prepared through crisis training

"Insurance can, indeed, provide a safety net in the event of a recall. But that isn't always the desired solution," adds Niek van As. Niek is a Crisis and Resilience Advisor at COT/Aon, the Institute for Safety and Crisis Management in the Netherlands. He advises other government agencies and companies in the food and other sectors such as education and emergency services on risk, continuity, and crisis management.

"Most of my job involves sessions, crisis training, and exercises. Because, if a risk arises, a well-prepared organization is much stronger. We actively assist clients if something goes wrong. We do things like providing the services of professionals, like specialist lawyers, (food) technicians, and waste processors, from our trusted network. And afterward, we evaluate

the entire process, to learn along with the organization and, where necessary, make future improvements."

Integral risk analysis

Risks in the fruit and vegetable sector are, of course, not limited to food safety. There is an entire spectrum of them. "Every two years, Aon therefore conducts a Global Risk Management Survey. We do a broad round-up of companies from all sectors to see where they face the biggest risks. Our ultimate goal is for businesses to develop an integral view and approach to their risks," Niek continues.

"This survey shows the top ten risks in the Netherlands, with cyber security- a topic often in the media - at number one. For example, a while ago, supermarkets suddenly had no cheese. One of the suppliers had been hacked, which affected the store too. Companies rate business interruption, labor shortage, reputation damage, and disruption in the logistics chain as high risk too. Depending on the risk, we and the businesses set priorities and can get to work."

Linking risk analysis and practice

"When a company approaches us, we first analyze it to show what the risks are, and what effect they could have, financially, and for continuity and reputation," Vincent continues. "Then we draw up a plan that includes prevention and crisis management measures, should that risk occur. For

recall risks, that's called a recall plan."

"It describes all the procedures and assigns responsibilities, so all steps are clear to all the involved departments and management. Niek adds, "But it doesn't stop there. If you want to be well prepared, you must test, train, and practice. We always base these training sessions on company-specific practical situations, so we paint a realistic picture of what a company could face during a crisis."

Recall insurance

"Clients, of course, also contact us for other risk insurance. We offer recall and product contamination insurance policies that cover, for instance, destruction, consultation, replacement, and redistribution costs," Vincent says. "It's, naturally, the customer's choice which risks they're willing to run and for which they want to be insured, as well as which route they want to take with us. We advise and offer various services, such as risk analysis, preparing a recall plan, and a customized insurance policy as part of the solution."

Never risk-free

"Setting up protocols, making good contractual deals with suppliers and buyers, not depending on one commercial partner, and regular crisis team meetings are all risk management elements. But, ultimately, many business activities are simply human processes," he continues.

"In the food sector, food safety is, thus, by definition at risk. A risk that's hard to prevent. Companies may think things around food safety are well organized with adequate production and distribution processes, but there are always outside factors at play. You can never rule these out. We continuously monitor and give advice on these risks."

Increasingly strict requirements

In Europe, especially in the pandemic's wake, fruit and vegetable companies have food safety high on the agenda. From the governments' side, permitted substances in cultivation and processing requirements are also becoming stricter, and controls are being stepped up. Companies certainly form part of this narrative because if things go wrong, it makes the news right away, making damage to reputation unavoidable.

There are also requirements when taking out contamination insurance. "If a Dutch company wants to import grapes from India, we advise them to get insurance regarding maximum residue limits," Vincent explains. "That means the insurance broker, and we, consider the risk the insurer is prepared to bear and when that might happen."

"That, of course, also involves samples. It could happen that an insurer refuses to insure the import of certain products from certain countries or proposes an expensive policy. That's why it's all the more important to think about other ways to reduce risks. Companies not insured through Aon are welcome to approach us for advice or a risk analysis," Vincent

concludes. (PB/PDC)

Oranges contaminated with pesticide seized in Barcelona

The Guardia Civil in Alicante has seized 20 tons of oranges that were contaminated with chlorpyrifos, a pesticide that has been banned for use in the food industry in the European Union since 2020. As a result of the operation, carried out in partnership with the Valencia Government's Directorate General of Public Health and Addictions, seven people are under investigation for crimes against public health, trade and consumers.

Over the last few days, searches have been carried out in various fruit company facilities: one in Barcelona, one in Alicante at a company owned by the alleged ringleader, one in Castellon, two in Valencia, one in Castellon and another warehouse in Murcia.

In a statement, the Guardia Civil confirmed that the oranges - now withdrawn from the market - came from Egypt and were purchased in Barcelona by the leader of the criminal organization, "who was aware the citrus fruit was contaminated with this banned pesticide".

"Those investigated had allegedly falsified invoices and even the destruction documents in an attempt to convince the authorities that the oranges would be withdrawn from the market and destroyed," added police sources.

Stellar Bay Shellfish recalls more oysters over norovirus contamination

Stellar Bay Shellfish is recalling certain Stellar Bay Shellfish brand Chef Creek Oysters because of possible norovirus contamination.

This recall was triggered by findings of the Canadian Food Inspection Agency during its investigation into a foodborne illness outbreak.

This recall comes three days after a similar recall by Stellar Bay Shellfish of some of its branded oysters.

The oysters in that recall have been identified as being responsible for a norovirus outbreak that has sickened at least 50 people, according to Vancouver Coastal Health. Victims report severe vomiting and diarrhea within 12 to 48 hours after eating the raw shellfish.

The recalled products have been sold in British Columbia and may have been distributed in other provinces and territories.

Recalled products:

Brand	Product	Size	UPC	Codes
Stellar Bay Shellfish	Oyster, Chef Creek	Variable (clerk-served)	None	<ul style="list-style-type: none">● Harvest Area BC 14-8● Deep Bay CLF #0278737● Harvest Date: 03-07-22● Process Date: 03-07-22

Recalled products should be thrown out or returned to the place of purchase.



About norovirus infections

People with norovirus illness usually develop symptoms of gastroenteritis within 24 to 48 hours, but symptoms can start as early as 12 hours after exposure.

The illness often begins suddenly. Even after having the illness, you can still become re-infected by norovirus. The main symptoms of norovirus illness are diarrhea, vomiting (children usually experience more vomiting than adults), nausea and stomach cramps.

Other symptoms may include low-grade fever, headache, chills, muscle

aches and fatigue (a general sense of tiredness). Most people feel better within one or two days, with symptoms resolving on their own, and experience no long-term health effects. As with any illness causing diarrhea or vomiting, people who are ill should drink plenty of liquids to replace lost body fluids and prevent dehydration. In severe cases, patients may need to be hospitalized and given fluids intravenously.

Enterprise News

Danone offers zero-sugar sparkling H2O

New beverage answers to younger consumers for tasty and healthy diet

Danone Waters China, a unit of global food and beverage giant Danone, has officially launched its first zero-sugar sparkling water to double down on the rising carbonated soft drink segment, joining the growing number of brands trying to attract health-conscious younger consumers in the country, just in time for summer as temperatures rise nationwide.

The new beverage, Ling Qi, joined the Danone water family after Mizone, a leader in vitamin drinks. This is expected to create a new trend for healthy beverages, whose distribution starts in March. The drink has been available in multiple retail channels, said Danone.

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The introduction of the new drink is an answer to the emerging demand from younger consumers who not only enjoy tasty and healthy products but also expect them to be stylish and fun, said industry insiders.

Zhu Danpeng, a Guangzhou-based independent food analyst, gave high hopes for the carbonated beverage sector in the years to come, highlighting the great potential of zero-sugar carbonated drinks.

"For younger consumers with aspirations for healthy and trendy products, Danone's new zero-sugar water has met such demand and is boosted by Mizone's extensive retail channels," said Zhu.

Eduardo Lacerda, vice-president of marketing at Danone Waters China, agreed as he pointed to Ling Qi's unique position that targets Gen Z.

"It is stylish, refreshing, healthy and trendy enough to be outstanding," he said. The newly launched product has two innovative flavors: Lemon & Lime and Orange & Blood Orange.

Lacerda said the company is committed to brand rejuvenation and product innovation.

"By offering consumers the healthy and high-quality products, we strive to better meet the diversified healthy consumption needs of the new generation and fulfill their desire for new ideas and inspirations in drinks," he said.

Leveraging Danone's scientific expertise in the health food industry for

years, the product touts the goodness of a zero-sugar product and multiple vitamins.

Data from AC Nielsen show that in the past three years, carbonated soft drinks (CSD) have dominated with a leading market share and rapid growth in the beverage category. By November 2021, the CSD market has grown by 15 percent versus a year earlier. In the meantime, zero-sugar CSD hit the market in 2021 with 85 percent sales growth, it said.



Consultancy firm Mintel Group Ltd's beverage report this year showed the share of flavored water in new nonalcoholic drink launches reached a new high in 2021, while CSD also saw a rebound in new product development in China.

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Frequent drinkers of CSD increased from 40 percent in 2020 to 43 percent in 2021. As a result, the number of daily drinkers of CSD also exceeded those of sparkling water in 2021.

Roolee Lu, senior research analyst of Mintel, said given the reduction of sugar in nonalcoholic drinks, low sugar is preferred over normal sugar content for most drink categories except juice.

With increasing attention on healthy diets, consumers are not only cautious about the intake of unhealthy ingredients but also have greater nutritional expectations about nonalcoholic drinks, the report said.

More players have stepped forward in the CSD sector to prepare for sharply higher demand in the summer. Global beverage giant Coca-Cola unveiled its first limited edition product Coca-Cola Starlight in February to connect young consumers closely with trendy and innovative designs and tastes. The new drink combines the Coca-Cola taste with a dash of "something (that) seems from outer space".

This month, the company also launched a new zero-sugar lemon Sprite with mint flavor soda for consumers who want a healthy drink and diverse tastes, the company said.

Coca-Cola also launched a new brand called XIAO YU ZHOU AH! HA! in recent years, aiming to meet the strong demand of young people by offering a zero-sugar formula and snappy packaging.

In the spring, the company launched XIAO YU ZHOU AH! HA! Strawberry

white chocolate flavored sparkling water in China.

Coca-Cola's fourth-quarter and full-year fiscal report in 2021 showed its sparkling soft drink segment grew 8 percent for the quarter and 7 percent for the year, resulting in volume running ahead of 2019 levels. Unit case volume grew 11 percent for the quarter, with growth driven by China, India and the Philippines.

"China delivered strong performance in the quarter by capturing a growing trend among consumers of zero-calorie offerings. We doubled our zero-sugar sparkling portfolio in terms of volume compared to the fourth quarter of 2019," said James Quincey, chairman & chief executive officer of The Coca-Cola Co.

More than 3 million Airborne Gummies recalled after consumer complaints

Reckitt is recalling 3.74 million bottles of Airborne Gummies in assorted fruit, orange, and blueberry pomegranate flavors because, when opened for the first time, pressure build up in the bottle can cause the cap and underlying seal to pop off with force when opened for the first time, posing an injury hazard.

Reckitt has received 70 reports of the cap or seal popping off the bottles,

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including 18 reports of minor injuries and one report of an eye injury requiring medical attention.

The products were distributed to Target, Walgreens, CVS, Kroger, Sam's Club, BJ's Wholesale Club, Costco, Walmart and other stores nationwide and online at Amazon.com and www.schiffvitamins.com from May 2020 through February 2022.



The company asks that consumers with unopened bottles please not open them. Consumers with the recalled product can return the unopened bottles to receive a full refund.

Bottles that have already been opened are not subject to this recall as they would have released any pressure build up and do not present an injury hazard.

Nestlé recalls pizzas as officials suggest link to E. coli cases

Nestlé has recalled some frozen pizzas in France after authorities linked them to an outbreak of E. coli infections.

Buitoni brand Fraîch'Up pizzas have been withdrawn and recalled because of possible contamination by E. coli O26. Nestlé took action after being told about the presence of E. coli in dough used in the frozen pizzas.

Investigations by authorities into a number of hemolytic uremic syndrome (HUS) cases have pointed to a possible connection with consumption of the frozen pizzas. HUS is a type of kidney failure associated with E. coli infections that can result in lifelong, serious health problems and death.

In total, 27 cases of HUS or serious infection caused by E. coli with similar characteristics, have been identified, and 31 other infections are under investigation.

The sick children, aged from 1 to 18 years old with a median age of 5 and a half had symptoms between Jan. 10 and March 10, 2022. Two youngsters have died.

In France, Shiga toxin-producing E. coli (STEC) surveillance is based only on HUS in children younger than 15, so it only catches the most severe cases of E. coli infection. It is unknown how many adults might be infected.

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Ongoing investigation

Thirteen of the 58 cases live in Hauts-de-France, nine each in Nouvelle Aquitaine and Pays de la Loire, six both in Bretagne and Ile-de-France, five in Grand Est, three in Auvergne-Rhône-Alpes, two in Bourgogne Franche-Comté and Centre Val-de-Loire and one each in Normandie, Occitanie and Provence-Alpes-Côte d'Azur.

Santé publique France, the Directorate General for Food (DGAL), Directorate General for Competition, Consumption and the Repression of Fraud (DGCCRF), and Directorate General for Health are analyzing all cases of pediatric HUS reported in 2022 to see if there is a link between them or a common source of contamination.

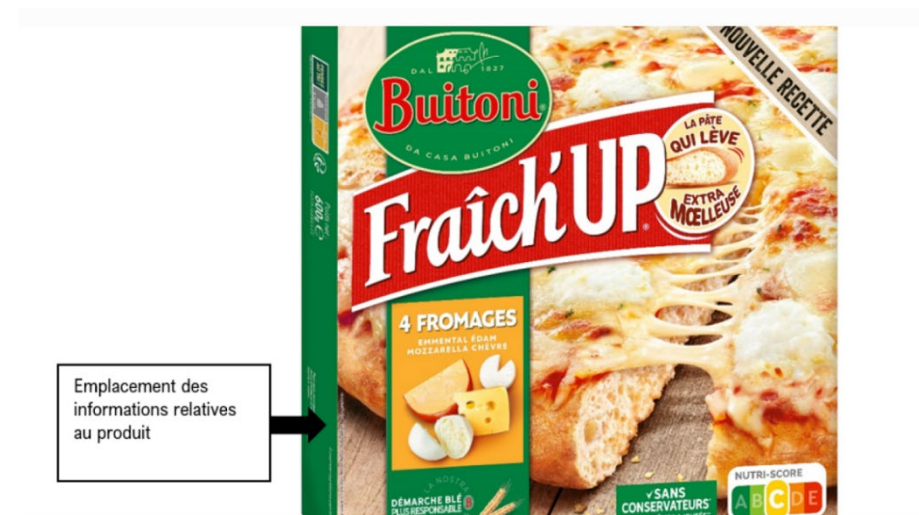
Investigations so far, which include epidemiological, microbiological and traceability work, have suggested the link with the frozen pizzas.

These efforts are ongoing to determine the origin of contamination, to see if other products are affected, and to establish potential links between food products and patients.

A recall has also been issued in Slovenia and Luxembourg as the affected pizzas were sold in E. Leclerc outlets in the former and Auchan and Monoprix stores in the latter country.

Consumers who purchased Fraîch'Up frozen pizzas before March 18 have been advised not to eat them and throw them away. All lots are affected and expiration dates range from June 1, 2022 to March 31, 2023.

About E. coli infections



Anyone who has developed symptoms of E. coli infection should seek medical attention and tell their doctor about their possible food poisoning. Specific tests are required to diagnose the infections, which can mimic other illnesses.

The symptoms of E. coli infections vary for each person but often include severe stomach cramps and diarrhea, which is often bloody. Some patients may also have a fever. Most patients recover within five to seven days. Others can develop severe or life-threatening symptoms and complications, according to the Centers for Disease Control and Prevention (CDC).

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About 5 to 10 percent of those diagnosed with E. coli infections develop a potentially life-threatening kidney failure complication, known as a hemolytic uremic syndrome (HUS). Symptoms of HUS include fever, abdominal pain, feeling very tired, decreased frequency of urination, small unexplained bruises or bleeding, and pallor.

Many people with HUS recover within a few weeks, but some suffer permanent injuries or death. This condition can occur among people of any age but is most common in children younger than five years old because of their immature immune systems, older adults because of deteriorating immune systems, and people with compromised immune systems such as cancer patients.

People who experience HUS symptoms should immediately seek emergency medical care. People with HUS will likely be hospitalized because the condition can cause other serious and ongoing problems such as hypertension, chronic kidney disease, brain damage, and neurologic problems.

Walmart, Kroger pancake/waffle mixes recalled for cable pieces

A producer is recalling pancake and waffle mix sold under Kroger's brand name and Walmart's Great Value brand name because fragments from a piece of equipment were discovered in the products.

Continental Mills posted separate recall notices for the products with the Food and Drug Administration. The company did not specifically say how the extraneous material was discovered in the product.



There is concern that consumers may have the recalled pancake and waffle mix in their homes because of best-by dates running through Sept. 2 2023.

The Kroger brand mix was distributed to Kroger stores in many states, including AL, AR, FL, GA, IL, IN, KY, LA, MI, MO, MS, OH, SC, TN, TX, VA and WV.

The Walmart Great Value brand mix was sent to Walmart stores nationwide.

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Consumers can determine whether they have the contaminated mixes in their homes by looking for the following label information:

The Kroger Buttermilk Pancake & Waffle Mix is packaged in a box, net wt. 2 lbs., UPC 01111088219. The affected product has the lot codes KX2063 and KX2064, Best By Date of 09/01/2023 and 09/02/2023.

The Walmart Great Value brand Buttermilk Pancake & Waffle Mix, UPC 078742370828, Lot code KX2063, Best By Date of 09/01/2023.

Anyone who has either of the products is urged to not eat them and to return them to the place of purchase.

Continental Mills told the FDA that “No contaminated product has been reported by consumers to date. No injuries have been reported to date.”

For information about the Kroger recall or to receive a refund, consumers can call the Recall Phone Hotline at 1-800-578-7832 Monday.

If you have recently purchased any of the products noted above, please dispose of the product. For more information about the recall or information to receive a refund, please call the Recall Phone Hotline at 1-800-578-7832 Monday – Friday 7 am to 4 pm PT.

“Continental Mills is working with the FDA and retailers to ensure any affected product is removed from the marketplace immediately,” according to the company’s recall notice.

Continental Mills Inc. is a third generation, family-owned maker of

breakfast, baking and snack brands. Continental Mills headquarters is located in Tukwila, WA and products are sold through retail, foodservice, and club store channels throughout the United States.

MARKET NEWS - REPLY

If you have any views or comments on the articles in the marketing news please feel free to contact us on the following email address:

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