



Michael R. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

DATE: November 25, 2014
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: *Kristin Harper*
Laurie Kidwell, RRT Supervisor
Food Protection Program

SUBJECT: Natura Pet Products – RECALL [Animal Health]

AFFECTED PRODUCT: Dry cat and dry ferret food

SUMMARY: Unclassified Recall; The recall is due to a formulation error, these products contain insufficient levels of vitamins and excess minerals.

The affected product and lot codes are:

PRODUCT	SIZE	UPC	EXP DATE	LOT CODE
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	15.4 LB	5148 541400	02/19/2016	4300A700D2
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	2.2 LB	5148 541402	02/20/2016	4301A700A4
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	2.2 LB	5148 541402	02/20/2016	4301A700B4
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	2.2 LB	5148 541402	02/20/2016	4301A700C4
EVO® Grain Free Ferret Food	6.6 LB	5148 542101	02/19/2016	4300A700D3

These lots were distributed through independent retailers in the nearby state of Michigan, as well as online.

SUGGESTED ACTION: For consumer inquiry only. For more information, consumers can reach Natura Consumer Relations at 1-855-206-8297, Monday through Friday 9:00 AM to 6:00 PM EST or visit www.evopet.com.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.



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To promote and provide
essential public health services.

Natura Pet Recalls 5 Lots of Dry Cat and Dry Ferret Food due to Vitamin Insufficiency

Contact:

Consumer:
1-855-206-8297

Media:

Jason Taylor at 513-622-1017

FOR IMMEDIATE RELEASE – November 24, 2014 – Fremont, Nebraska – Natura Pet Products has initiated a limited, voluntary recall of certain dry cat and dry ferret food lots produced in its Fremont, Nebraska facility. Due to a formulation error, these products contain insufficient levels of vitamins and excess minerals.

Pets can become ill if they lack vitamins for prolonged periods. Early signs of vitamin deficiency may include decreased appetite, lethargy, vomiting and weight loss. If treated promptly, vitamin deficiency can be successfully reversed. The presence of excess minerals in these products poses no health concern.

There have been no reports of animal health concerns to date, but these lots do not meet our quality standards and should not be consumed by pets. No other EVO® products or lots are affected by this issue.

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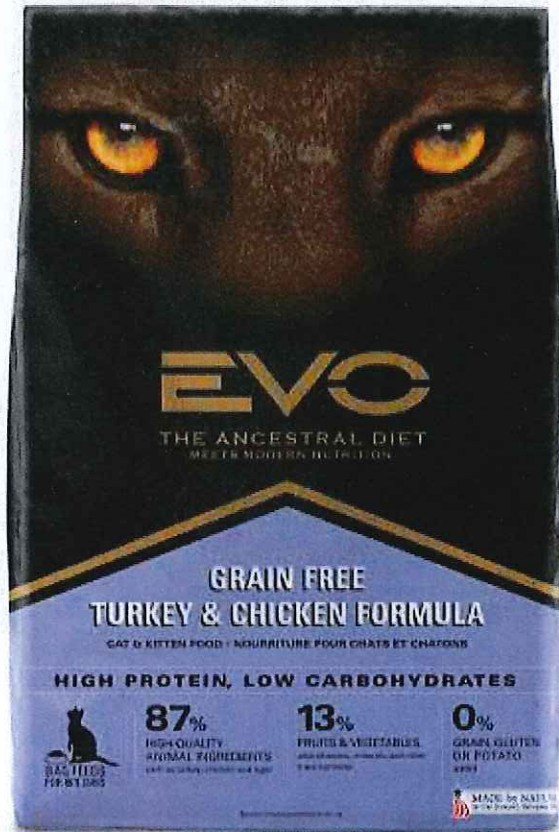
The problem was discovered during the investigation of an ingredient inventory discrepancy. Only these 5 lots are affected. These lots were distributed through independent retailers in CA, GA, MI, MN, NV, PA, TX, VT and Canada, as well as online. No other Natura products are affected.

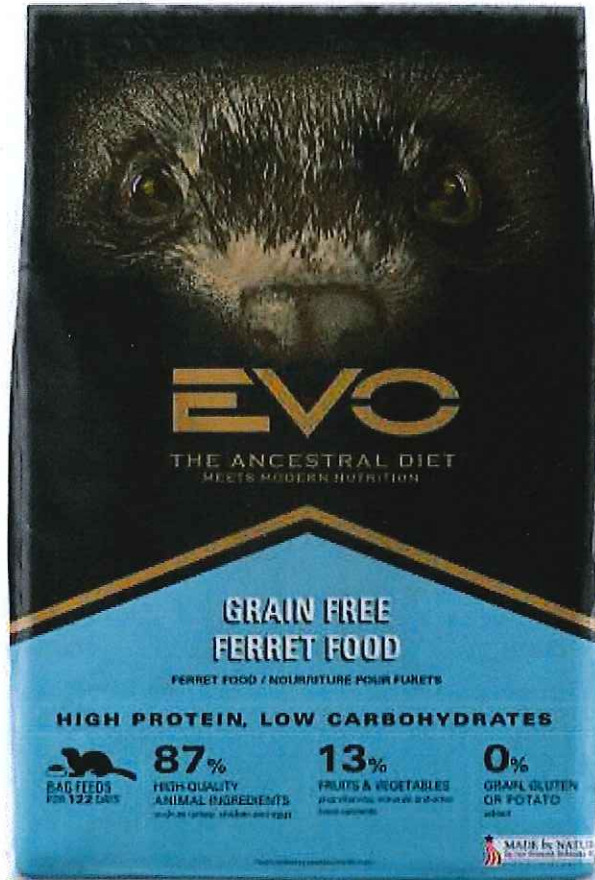
Retailers have been contacted and are instructed to immediately withdraw these lots from store shelves. Consumers who purchased the product should discontinue feeding the product immediately and discard as normal household waste. We apologize for the inconvenience caused by this incident. We are taking immediate corrective action as a result of our investigation.

For more information, consumers can reach Natura Consumer Relations at 1-855-206-8297, Monday through Friday 9:00 AM to 6:00 PM EST or visit www.evopet.com.

Natura Pet Recalls 5 Lots of Dry Cat and Dry Ferret Food due to Vitamin

*Insufficiency
Photo*





To find the Lot Code on your bag:

- Lot Codes for the 2.2-pound bag are located on the bottom left of the back panel of the bag, just above “Made at Natura.”
- Lot Codes for the 15.4-pound bag are located on the bottom seal of the bag (the end the bag sits on) in the center, just above the word EVO®.