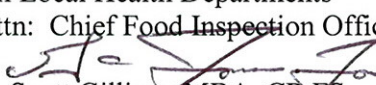




DATE: June 1, 2011

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: 
A. Scott Gilliam, MBA, CP-PS
Director, Food Protection Program

SUBJECT: Primal Pet Foods Recall

SUGGESTED

ACTION: Unclassified Recall; Feline Chicken & Salmon Formula with a "Best By" date code of 043112-17 because this product may be contaminated with Salmonella; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled may have been distributed in the State of Indiana. The affected product was distributed through retail stores sales in the United States. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-7360.

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.

Primal Pet Foods Issues Nationwide Voluntary Recall On Feline Chicken & Salmon Formula With A "Best By" Date Code Of 043112-17

Contact:
Consumer:
Matt Koss
866-566-4652

FOR IMMEDIATE RELEASE - May 28, 2011 - Primal Pet Foods has initiated a voluntary recall of their Feline Chicken & Salmon Formula with a "Best By" date code of 043112-17 because this product may be contaminated with Salmonella. The only product affected is limited

to Feline Chicken & Salmon Formula with a "Best By" date code of 043112-17. No other Primal Pet Foods products are affected.

The affected product is limited to the Primal Pet Foods Feline Chicken & Salmon Formula packaged in the following forms:

- 4 lb chicken & salmon nuggets (UPC# 8 95135 00025 0) with a "Best By" date code of 043112-17

The "Best By" date code is located on the front of the package on the right side of the product label. The affected product was distributed through retail stores sales in the United States.

If you are a consumer and have purchased the affected product, please contact Primal Pet Foods directly at 866-566-4652 Monday-Friday 8AM-4PM PST and we can assist in getting you a full refund or replacement from your local retailer that it was originally purchased from. You'll be instructed to bring the unopened package to your local retailer for a full refund or replacement.

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, contact Primal Pet Foods directly at 866-566-4652 Monday-Friday 8AM-4PM PST and we can assist in getting you a full refund or replacement from your local retailer that it was originally purchased from. You'll be instructed to bring your receipt (or the empty package in a sealed bag) to your local retailer for a full refund or replacement.

No pet or human illnesses have been reported to date in connection with this lot code.

Primal Pet Foods is committed to the health, safety and well-being of pets. Primal Pet Foods is voluntarily issuing this action out of an abundance of caution and sincerely regrets any inconvenience to pet owners that may result because of this announcement.

Salmonella can affect both humans and animals. Even though no illnesses have been reported, consumers should follow the Safe Handling Guidelines published on the Primal Pet Foods package when disposing of the affected product. People handling raw frozen pet foods may become infected with Salmonella, especially if they have not followed safe handling guidelines.

Healthy people infected with Salmonella may experience some or all of the following symptoms: nausea, vomiting, diarrhea or bloody diarrhea, abdominal cramping, or fever. Although rare, Salmonella can result in more serious ailments including arterial infections, endocarditis (inflammation of the lining of the heart), arthritis, muscle pain, eye irritation, or urinary tract symptoms. Consumers exhibiting these signs after having contact with the affected product should contact their 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. Infected, but otherwise healthy pets can be carriers and infect other animals or humans. If your pet has consumed any of the affected products and is experiencing any of these symptoms, please contact your veterinarian.

Consumers with additional questions can call our dedicated Customer Service line Monday-Friday 8AM-4PM at 866-566-4652 PST.