

UNCLAS

**SUBJECT- ALFOODACT 023-2006:** Kellogg Company Issues Allergy Alert on Undeclared Milk in Kellogg's Pop-Tarts Frosted Blueberry Toaster Pastries

Date Issued: December 15, 2006

Deliver immediately to the following Army, Navy, Air Force, Marine Corps, Coast Guard, or other Activities as appropriate:

Regional Veterinary Commanders  
Public Health Officer/Medical Food Inspection Personnel  
Regional Veterinary Laboratory Consultant  
Medical/Veterinary Authority  
Preventive Medicine Officer  
TISA Officer  
Food Service Officer/Troop Support Warehouse Manager  
Club Managers  
Defense Commissary Agency Staff Veterinarian  
Defense Commissary Agency Regional Director  
Defense Commissary Agency Central Distribution Centers  
Commissary Officer  
CINC Staff Veterinarian  
HQ, AAFES, Staff Veterinarian  
HQ, AAFES-Europe, Staff Veterinarian  
Exchange System Manager  
Restaurant Officer  
Nutritional Medicine Services  
NAVSUP/Staff Veterinarian  
RESALEACT/RESALEACT DET  
Public Information Officer/Public Affairs Officer  
Chief, MWR  
DSSC/Issue Commissary Officer  
Supply Officer  
Defense Supply Center Philadelphia-Europe  
Defense Supply Center Philadelphia-Pacific  
DLA Depots and Supply Points/Defense Subsistence Officers  
Defense Subsistence Storage Facilities  
US Army Europe & 100th Medical Detachment (Veterinary Service, HQ)  
Assistant Administrator (AA) and Deputy AA, Office of Public Health Science, FSIS  
AA and Deputy AA, Office of Field Operations, FSIS

**1. REFERENCE:**

a. DLAR 4155.26/AR 40-660/NAVSUPINST 10110.8c/AFI 48-116/MCO  
10110.38c, DOD  
Hazardous Food & Nonprescription Drug Recall System.

b. Allied Communications Publication 121, US SUPP-1 (f).

c. [http://www.fda.gov/oc/po/firmrecalls/poptarts12\\_06.html](http://www.fda.gov/oc/po/firmrecalls/poptarts12_06.html)

## **2. BACKGROUND :**

Kellogg Company of Battle Creek, MI is recalling a limited number of cartons of Kellogg's Pop-Tarts Frosted Blueberry toaster pastries because they may contain undeclared milk. People who have an allergy or severe sensitivity to milk, run the risk of serious or life-threatening allergic reaction if they consume this product.

## **3. PRODUCTION DATES/IDENTIFYING CODES:**

The product is packaged in a 14.7 oz – 8-count carton with a bar code of 38000 31010. Only 8-count cartons with a manufacturing code beginning with AUG 27 07 CPC printed on the top of the carton are included in this alert.

## **4. Manufacturer/Establishment Number:**

Kellogg Company  
Battle Creek, MI

## **5. DISTRIBUTION:** Worldwide

## **6. REASON FOR RECALL:** Undeclared Allergen

## **7. INSTRUCTIONS AND ADDITIONAL INFORMATION FOR MESSAGE RECIPIENTS:**

(1) Immediately inventory stocks to identify the above items and secure in a "Medical Hold" status to provide assurance of no further issue/sale/use of the item.

(2) Ships at sea are authorized to destroy or dispose of recalled products at their discretion. Documentation for the number of pounds and cases, and any additional pertinent information must be signed by the Accountable Officer and is required for the purpose of recouping to the government the cost of the product involved. Information shall be forwarded by priority message to this center.

(3) Accountable Activities should return recalled product to the manufacturer through the appropriate distribution channels for replacement and/or credit.

**7. The Point of Contact** for this ALFOODACT message is CW4 Ramona Martin, Consumer Safety Officer, at DSCP-FTW. VOICE, DSN: 444-2905, Commercial

(215) 737-2905, or by FAX, DSN: 444-7526, or Commercial, (215) 737-7526

Any individual or office that would like to receive recall messages electronically can forward their email address to [Ramona.Martin@dla.mil](mailto:Ramona.Martin@dla.mil).

Previous recalls and frequently asked questions are available at the following web site: <http://www.dscp.dla.mil/subs/proserv/alfood/afamess.htm>  
The navigation tool to the left allows you to view DSCP Alerts and Archived Vendor Recalls also.

Very Respectfully,

*Ms. Ramona Martin*

CW4 Ramona Martin  
Consumer Safety Officer, DSCP  
Food Safety Office  
DSN: 444-2905  
Voice: (215) 737-2905  
Fax: (215) 737-7526