

MEDIA ADVISORY
THURSDAY, MARCH 12, 2009

Thrifty Foods removes certain ground beef products over E.coli Alert

In immediate response to an E.coli Health Warning issued by the Canadian Food Inspection Agency (CFIA), Thrifty Foods has voluntarily withdrawn specifically-identified Prairie Heritage ground beef products from sale. This product is sold by Thrifty Foods under the *Alex Campbell Signature Series Beef* (ACSS) brand and relates only to fresh ground beef.

Other types of ACSS solid beef other than fresh ground beef (such as steaks, roasts etc.) are not affected by this warning. Similarly, other brands of Thrifty Foods solid beef such as *Thrifty Foods Presents Sterling Silver Beef* come from completely different sources and are not affected nor involved in this E.coli warning.

However, because the ACSS Series ground beef is ground in store by the same grinding equipment used for *Thrifty Foods Presents Sterling Silver Beef*, Thrifty Foods is voluntarily withdrawing all ground beef products that have a Best Before date between February 12, 2009 and March 12, 2009.

Customers who may have purchased but not yet consumed Thrifty Foods fresh ground beef produced during these dates can return it to their point of purchase for a refund or discard it safely.

There have been no reported illnesses to date.

It is our understanding that CFIA are continuing their investigation of how *Escherichia coli* 0157:H7 may have been spread throughout this particular batch lot and are currently examining sources of potential cross-contamination at the

processing plants in which the beef was initially prepared for distribution to Thrifty Foods and other retailers.

ACSS Beef is a specialty beef product harvested from cattle raised by the Prairie Heritage Beef group of ranchers in Western Canada. It is beef produced without the use of antibiotics, artificial growth promotants or feed containing animal by-products.

While *E.coli* bacteria are found naturally in the intestines of cattle, poultry and other animals, people who are exposed to it through cross-contamination can suffer from stomach cramps, nausea, vomiting, diarrhea and fever.

The bacteria are destroyed by the proper cooking of meats at internal cooking temperatures above 71 degrees Celsius (160 degrees Fahrenheit).

For more information on *E.coli* or the nature of this advisory, individuals should check with CFIA directly by telephoning 1-800-442-2342 or 1-613-225-2342 between the hours of 8:00 A.M. until 8:00 P.M. Eastern Standard Time Monday to Friday; or by visiting their website at www.inspection.gc.ca