



Ohio Department of Agriculture  
and  
Ohio Department of Health



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**Lieutenant Governor** Bruce Johnson

**ODA Director** Fred L. Dailey  
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To: Health Commissioners, Environmental Health Directors, Nursing Directors,  
ODA Food Safety Specialists, and Other Interested Parties

Subject: Recall Announcement (ODA/ODH) 2006-65

Date: December 15, 2006

**Kellogg Company Issues Allergy Alert on Undeclared Milk in Kellogg's Pop-Tarts  
Frosted Blueberry Toaster Pastries**

Toledo, OH -- 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.

The product was distributed to grocery retailers in Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana, Michigan, Missouri, Mississippi, Montana, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia and West Virginia.

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.

No allergic reactions have been reported to date.

The recall was initiated after it was discovered that a limited number of Kellogg's Pop-Tarts Hot Fudge Sundae toaster pastries containing milk were mistakenly packed in Kellogg's Pop-Tarts Frosted Blueberry toaster pastries cartons that did not reveal the presence of milk on the label.

Consumers who have a Kellogg's(r) Pop-Tarts(r) Frosted Blueberry toaster pastries 8-ct carton with a bar code of 38000 31010 and a manufacturing code AUG 27 07 CPC printed on the top should call the Kellogg Consumer Response center at 1-800-237-1132.