General Mills Gold Medal Flour Recall
Spring/Summer 2016

Scott Hood
Five Global Product Platforms

- **One Global Cereal**
  - Cinnamon Toast Crunch
  - Trix Whole Grain
  - Kix
  - Cheerios
  - Fiber One
  - Avoine Cointance
  - Chocolate Chip
  - LARABAR
  - Fitness
  - NesQuik

- **One Global Snacks**
  - Nature Valley Trail Mix
  - Nature Valley Granola Bars
  - Fiber One Toast Crunch
  - Gold Medal Whole Wheat
  - Mini Pancakes
  - LARABAR

- **One Global Baked Goods**
  - Granola Bars
  - SuperMalt
  - Scallene
  - Choco Flavored Chips
  - Sweet Moments
  - LARABAR

- **One Global Meals**
  - Spice Edibles
  - Empanadas
  - Steamers
  - Steamed Rice
  - Pizza Rolls
  - LARABAR

- **One Global Dairy**
  - Yoplait Light
  - Liberté Greek Yogurt
  - Häagen-Dazs
  - LARABAR
  - Perle de Lait
• Late April
• Outbreak appears to be linked to flour
  – Not enough data on brand
• Collaboration between CDC, FDA and General Mills
• Late May
  – 37 Cases, 20 states
  – 3 code dates from consumer illness
    • All in a 1 week time span
  – Restaurant related illness
    • Flour produced in a close time span as consumer product

Facility produces **Millions** of pounds per day

  *Consumer Flour*
  *Foodservice Flour*
  *Industrial Flour*
Daily Supply of Wheat
How flour gets to your home

What we think

Field → Grain Elevator → Mill → Package → Grocery Store

Reality
Elevator

Receiving

Wheat Storage Bins

Wheat Mix Bins

Cleaning House

Temper Bins

Mill

Transfer Flour Bins

Pack Bins

Packaging Lines

Ingredients:
Malt,
Bleach,
Enrichment

Wheat Mix
General Mills recalls 10 million pounds of flour

Elizabeth Weise, USA TODAY  Published 4:01 p.m. ET May 31, 2016 | Updated 5:39 p.m. ET May 31, 2016

May 31st
New Information

• Late June
• Positive Sample
  – Flour outside of original recall window
• Expanded Recall
  – Focus on retail flour

Recall July 1, 2017
More Information

• Company decision to test
  – Focus on samples outside of the recall windows

• Findings
  – Different serogroups than the outbreak strain
  – Shared with FDA/CDC

• Expanded recall
  – Focus on retail flour

Recall July 25, 2017
The Food Industry is Interconnected

Original Recall

No Heat Treatment

Confetti bits Ingredients

New Recall
What Happened?

• Hypothesis
  – High level on wheat
  – Carry over to flour
  – Short time to consumers

Environmental sampling throughout the mill did not find any positive samples for STECs
Challenges

Source Tracking

• Difficult to source back to field

Lot Definitions

• Flour milling relies on mixing

STEC Methods

• Methods not readily available
• Unique strain of E. coli
Next Steps

• Collect Data
  – Prevalence
  – Levels

• Partner on Technologies to Reduce Risk
Collaboration
Working Together

Regulatory/Public Health Agency
- Public Health Mindset
- Technical Expertise

Food Company
- Consumer Mindset
- System Expertise
Flour Recall

- Early Notification
- Sharing of Information
- Agreement on Common Goals
Flour Recall

Early Notification

Sharing

Agreement on Common Goals

This is how it should work
Thank You