

11th October, 2021


CCC -CP -NOTICE 4 of 2021



NOTICE TO THE PUBLIC ON THE PRODUCT RECALL OF CERES 100% APPLE JUICE

The COMESA Competition Commission (the “Commission”) hereby notifies the general public that Pioneer Foods is recalling certain batches of Ceres 100% Apple Juice.

The recall by Pioneer Foods follows laboratory tests and engagements with the local supplier of the apple juice concentrate used in the reconstitution of the concentrate into apple juice. The supplied concentrate contains patulin levels higher than the legal threshold of 50 parts per billion (microgram/kg). According to the World Health Organisation, patulin is a form of mycotoxin. Consumption of high levels of patulin may cause nausea, gastrointestinal disturbances and vomiting.

The specific batches of the recalled Ceres 100% Apple Juice and the affected countries in the Common Market is shown below.

Product Name	Single Unit Barcode	Date Coding	Markets affected	Product Visual
Ceres Apple 4x6x200ml	6001240200018	PD 14.06.2021/ BB 14.06.2022;	DRC, Seychelles; Zambia, and Zimbabwe	
		PD 21.06.2021/ BB 21.06.2022;		
		PD 22.06.2021/BB 22.06.2022;		
		PD 28.06.2021/ BB 28.06.2022;		
		PD 29.06.2021/ BB 29.06.2022;		
		PD 30.06.2021/ BB 30.06.2022		

Ceres Apple Sparkling 275 ml Glass	6001240222676	PD 14.06.2021/ BB 14.06.2022; PD 15.06.2021/ BB 15.06.2022	DRC, Zambia and Zimbabwe	
Ceres Apple 12x1L	6001240100011	PD 17.06.2021/ BB 17.06.2022; PD 18.06.2021/ BB18.06.2022; PD 21.06.2021/ BB 21.06.2022; PD 22.06.2021/ BB 22.06.2022; PD 28.06.2021/ BB 28.06.2022; PD 29.06.2021/ BB 29.06.2022 PD 30.06.2021/ BB 30.06.2022	DRC, Uganda; Mauritius; Zambia and Kenya	

Pioneer Foods has informed the Commission that the recalled products were imported and marketed in above listed Member States of the Common Market for Eastern and Southern Africa (“the Common Market”). Thus, the safety issue will affect consumers and distribution networks of the affected products in the Common Market. In view of the foregoing and pursuant to Article 30(1)(b) of the COMESA Competition Regulations (“the Regulations”), the Commission would like to inform the general public to exercise caution and avoid the purchase or consumption of the recalled products. If the above products were already purchased, consumers are advised to return the products where they were purchased for a refund or replacement.

The Commission welcomes any representations on the matter from all interested stakeholders and the general public. Should you require more information or clarification on the matter you may contact the undersigned on mdisasa@comesa.int or our Manager Consumer Welfare and Advocacy Division, Mr. Steven Kamukama, on skamukama@comesa.int.



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All communication must be addressed to the Director and Chief Executive Officer