

2ND MARCH, 2022

CCC -CP -NOTICE 1 OF 2022


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



On 11th October, 2021, the COMESA Competition Commission (the “Commission”) pursuant to Article 30(1)(b) of the COMESA Competition Regulations, 2004 (‘the Regulations’) issued a warning Notice to the general public that Pioneer Foods had recalled its Ceres 100% Apple Juice.

The public is hereby informed that the Commission engaged Pioneer Foods to establish the progress made on recalling the products from the affected markets. Pioneer Foods has informed the Commission that they have started the destruction of the products that were retrieved from the market and the certificates of destruction will be shared with the Commission in due course.

It should be remembered that the recall followed laboratory tests that identified that some of the batches contained patulin levels higher than the legal threshold of 50 parts per billion (microgram/kg).

The specific batches of the recalled Ceres 100% Apple Juice and the affected countries in the Common Market were published as 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 and PD 21.06.2021/ BB 21.06.2022 and PD 22.06.2021/BB 22.06.2022	Seychelles; Zambia and Zimbabwe	

Ceres Apple Sparkling 275 ml Glass	6001240222676	PD 14.06.2021/ BB 14.06.2022 and PD 15.06.2021/ BB 15.06.2022	Zambia and Zimbabwe	
Ceres Apple 12x1L	6001240100011	PD 17.06.2021/ BB 17.06.2022 And PD 18.06.2021/ BB 18.06.2022 and PD 21.06.2021/ BB 21.06.2022 and PD 22.06.2021/ BB 22.06.2022	Uganda; Mauritius; Zambia and Kenya	

The Commission has taken note of the actions put in by Pioneer Foods in removing the products from the market to protect consumers. The Commission believes that the situation has been contained and there may no longer be any substantial effects on consumers.

However, consumers who are still in possession of the affected products are advised to return them to their point of purchase. Consumers who were affected by the consumption of the affected products and were not compensated and those who attempted to return the affected product and were not refunded or were denied the return of the product can report to the Commission at the addresses below.

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 +265 1 772 466, mdisasa@comesa.int or Mr. Steven Kamukama, Manager Consumer Welfare and Advocacy Division on skamukama@comesa.int.



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