Maple Island Inc. Issues a Voluntary Recall of Three Lots of Parent's Choice Rice Baby Cereal

MINNEAPOLIS, Minn., Oct. 8, 2021 --- Maple Island Inc. has issued a voluntary recall of three lots of its Parent's Choice Rice Baby Cereal that it manufactures for Walmart. This recall is a result of a routine sampling program by the FDA which found that a sample from three production lots of Parent's Choice Rice Baby Cereal tested above the guidance for naturally occurring inorganic arsenic.

Maple Island Inc. is voluntarily recalling this product with the knowledge of the FDA. This product was distributed nationally through Walmart's stores and online. Walmart was advised and has pulled the product from its store shelves and put a register block on the product at its stores and online to prevent any further sales.

The specific Parent's Choice Rice Baby Cereal 8 oz lots being recalled were sold after April 5, 2021, and include:

- Lot 21083 with UPC Code #00681131082907 with a best if used by date of JUN 24 2022.
- Lot 21084 with UPC Code #00681131082907 with a best if used by date of JUN 25 2022
- Lot 21242 with UPC Code #00681131082907 with a best if used by date of NOV 30 2022

The best if used by date and product numbers can be found in the bottom left corner on the back of the Parent's Choice Rice Baby Cereal packaging.

Customers who may have purchased Parent's Choice Rice Baby Cereal at Walmart with Lot Number 21083/UPC Code #00681131082907 and best if used by date of JUN 24 2022, Lot Number 21084/UPC Code #00681131082907 and best if used by date of JUN 25 2022, or Lot 21242 with UPC Code #00681131082907 with a best if used by date of NOV 30 2022 should discard the product or return it to Walmart for a full refund. Customers seeking additional information may call Maple Island Inc., Monday through Friday 8am – 4pm Central time at 1-800-369-1022 or contact the company by email at info@maple-island.com.

No illnesses related to the product lots have been reported to date and no other production lots or Parent's Choice products are affected by this recall.

Maple Island Inc. conducted testing on both the raw material and finished product in question. While the test results were in compliance with the FDA's guidelines, Maple Island Inc. is issuing this recall out of an abundance of caution. FDA has recognized that trace elements such as these are widely present in the environment, including water, soil and food. The FDA also noted that research has shown reducing exposure to toxic elements is important to minimizing any potential long-term effects on the developing brains of infants and children.

Please see the product images below:

Parent's CHOICE™
stage 1
4+ months
Rice
Baby cereal
• No Artificial Colors or Flavors
• Fully Cooked
• Just Add Liquid
serving suggestion
NET WT 8 OZ (227g)
Nutrition Facts
15 servings per container (age 6-12 months)
15 servings per container (age 1-3 years)
Serving size 3 Tbsp. (15g) (age 6-12 months)
3 Tbsp. (15g) (age 1-3 years)
Age 6-12 Months | Age 1-3 Years
Calories 60 | 60
% DV | % DV**
Total Fat 0.5g 2% | 0.5g 2%
Saturated Fat 0g | 0g 0%
Trans Fat 0g | 0g
Cholesterol | 0mg 0%
Sodium | 0mg 0%
Total Carb. 11g 12% | 11g 7%
Dietary Fiber <1g | <1g 5%
Total Sugars 1g
Incl. Added Sugars 1g | 1g 4%
Protein 1g | 5%
Vitamin D 1mcg 10% | 6%
Calcium 15% | 40mg 6%
Iron 6.75mg 60% | 6.75mg 100%
Potassium 40mg 6% | 40mg 2%
Vitamin C 8mg 15% | 8mg 50%
Vitamin E 2.3mg 45% | 2.3mg 40%
Thiamine 0.1mg 45% | 0.1mg 25%
Riboflavin 0.2mg 45% | 0.2mg 35%
Niacin 1.8mg 45% | 1.8mg 30%
Vitamin B6 0.1mg 45% | 0.1mg 25%
Vitamin B12 0.2mcg 40% | 0.2mcg 20%
Phosphorus 30mg 10% | 30mg 6%
Zinc 1.1mg 35% | 1.1mg 35%
Choline 30mg 20% | 30mg 15%
**The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 1,000 calories a day is used for general nutrition advice for children 1-3 years.
21083 15:30
BEST If Used By: JUN 24 2022
INGREDIENTS: RICE FLOUR, VITAMIN & MINERAL PREMIX (CALCIUM PHOSPHATE, CHOLINE BITARTRATE, ASCORBIC ACID, CALCIUM CARBONATE, ALPHA TOCOPHERYL ACETATE, MALTODEXTRIN, REDUCED IRON, NIACINAMIDE, ZINC OXIDE, CHOLECALCIFEROL, VITAMIN B12, RIBOFLAVIN, THIAMINE HYDROCHLORIDE, PYRIDOXINE HYDROCHLORIDE), SUNFLOWER OIL, SUNFLOWER LECITHIN, ENZYME, TOCOPHEROLS (PRESERVATIVE).
MAY CONTAIN TRACES OF MILK, EGGS, COCONUT, WHEAT AND SOY.
DISTRIBUTED BY: Walmart Inc., Bentonville, AR 72716
STORAGE: Store reclosed pouch of cereal in a cool, dry place. Use within 30 days of opening. Discard any uneaten prepared cereal.
You'll love this Parent's Choice product. In fact, we guarantee it. If you (or your baby) aren't completely happy, please return the product to us and we'll replace it or refund your money.
Your opinion means a lot to us so if you'd like to talk, call us at 1-877-307-2192.
MULTI-LAYER POUCH
how2recycle.info
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6 81131 08290 7
Parent's CHOICE™
Rice
Baby cereal
WHEN TO SERVE:
DIRECTIONS:
1. Pour desired amount of cereal into bowl.
2. Stir in liquid (breast milk or infant formula) to desired consistency.
3. Serve as is or
4. Discard any
1. Warm unheated liquid
medium (50% power)
15 to 30 seconds*.
2. Stir heated liquid with cereal until you have an even temperature.
3. Test temperature before feeding.
*Since microwave ovens vary in power, you may need to adjust your cooking time.
ALTERNATIVE MIXING DIRECTIONS:
1. Baby's first feeding (age 4+ months) - Mix 1 Tbsp. of cereal with 4-5 Tbsp. of breast milk or infant formula.
2. Toddlers (age 12+ months) - Mix with milk, water or juice.