

1. When and how did the company first learn there could be a possible problem?

The incidents in Georgia were an initial indicator to us that the refrigeration of our 100 percent carrot juice product might be compromised. When another incident occurred, we decided to immediately pull the product from the market voluntarily. While this has frustrated many of our customers, our company is focused on consumer safety and the voluntary recall was necessary.

2. What steps has Bolthouse taken since learning of the illnesses?

Bolthouse Farms has voluntarily recalled our 100 percent carrot juice products. We are reminding everyone that it is important that all perishable goods be refrigerated and consumed within the dates provided on products' packages.

3. Is this the first product recall the company has experienced?

Yes.

4. How does "flash pasteurization" differ from conventional pasteurization? Is this the standard method of processing for natural/organic juice products?

Pasteurization, whether "flash" or "conventional", both involve killing microorganisms through a combination of temperature and time. Flash pasteurization generally involves shorter time, but higher temperature. Flash pasteurization is an FDA approved method of providing safe perishable goods for human consumption. This process quickly heats the juice to kill microorganisms, and then quickly cools the juice to 35 degrees all in a matter of seconds. This unique form of processing our juice allows us to provide you with a pasteurized product, without compromising the fresh taste of the juice.

5. Has the FDA reviewed the production plant, production records and tested samples for the dates in question?

All Bolthouse Farms processing facilities have been examined closely by internal auditors and the FDA, and have been found to be in compliance with all appropriate controlling regulations. In addition, samples from suspect lots have been examined by the FDA, and these samples have been found to be toxin free. These results indicate a likely link between temperature abuse and the development of botulinum toxin.

For additional information, please refer to the press release issued by the company.

6. Is the FDA leading the investigation?

Yes. We are in close contact with the FDA. Interaction with the agency is confidential. Please refer to the FDA press release and the Bolthouse Farms press release for all available public information regarding this voluntary recall.

7. Will Bolthouse Farms continue to process and market carrot juice while the investigation continues? When do you anticipate having carrot juice back on shelf?

Bolthouse Farms remains actively concerned about the health of its consumers, and the proper handling of its products. In light of recent concerns regarding potential risk associated with mishandling of carrot juice, Bolthouse will immediately undertake the industry leading step of modifying its processing to mitigate the potential risk associated with temperature abuse of carrot juice. Though an exact relaunch date is impossible to determine at this point, we are vigorously working to provide a date as soon as possible.

8. I see that carrot juice is an ingredient in the "Passion Fruit Apple Carrot" and "Vedge" flavors. Are these involved in the recall?

No. Passion Fruit Apple Carrot and Vedge are not affected by this recall. There is a complex scientific explanation why the safety concerns of the 100% Carrot Juice products are not a concern in other products that include only a portion of carrot juice. In short, the acidic chemistry of the products makes it impossible for the complications associated with 100% Carrot Juice to occur. Passion Fruit Apple Carrot and Vedge are safe to drink.

9. Does this affect the safety of ANY of your other flavors?

No. This recall only affects our 100% Carrot Juice in three labels: Bolthouse Farms 100% Carrot Juice, Presidents Choice 100% Carrot Juice & Earthbound Farms 100% Carrot Juice. All other flavors are safe to drink.

10. I see that Green Goodness contains spinach. Is this safe to drink given the recent recalls of spinach and lettuce?

Yes. We certainly understand your concern regarding the recent report surrounding fresh, bagged spinach. All of our beverages go through a process called "Flash Pasteurization". This process heats the juice to kill microorganisms, then quickly cools the juice all in a matter of seconds. This unique form of pasteurizing our juice allows us to provide you with a safe product, without losing the wonderful fresh taste of the juice. E-Coli is very heat sensitive and would be destroyed during this process. Green Goodness is safe to drink.

11. Does this affect the safety of your fresh carrots?

No. It is not possible to get botulism from Bolthouse Farms fresh carrots. Clostridium botulinum is an "anaerobic bacterium", which means it can only grow in the absence of air. Our fresh carrots are packaged in a way that makes it impossible for the organism to grow, and therefore create the botulism toxin. Bolthouse Farms fresh carrots are safe to eat.