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10/30/96

19:45

ODWALLA CORPORATE → DINUBA

14157125959

NO. 646 P002/003

ODWALLA, INC.
Half Moon Bay, CA

Media Contact: Sydney Fisher
Phone: (415) 712-5512

*******NEWS ADVISORY*******

ODWALLA ISSUES PRODUCT RECALL ON FRESH APPLE JUICE

HALF MOON BAY, CALIF. (October 30, 1996)—Odwalla, Inc., the California-based fresh beverage company, issued today a national product recall of fresh apple juice and all products containing fresh apple juice as an ingredient.

Odwalla was notified today by Seattle/King County Department of Public Health that there have been several confirmed cases of the E-Coli 0157 h7 bacteria in the state of Washington. In most cases, Odwalla's fresh apple juice was linked to those diagnosed with the bacteria. As a precaution Odwalla has recalled all apple juice and all products containing apple juice. For consumers, the following products containing apple juice are being recalled:

Apple juice
Blackberry Fruitshake
Mango Tango
Super Protein
Strawberry Banana Smoothie
Raspberry Smoothie
C-Monster

Mo' Beta
Femme Vitale
Strawberry C-Monster
Superfood
Serious Ginseng
Deep in Peach

The following products do not contain apple juice and are not being recalled at this time:

Water	Lemonade
Orange Juice	Strawberry Lemonade
Grapefruit Juice	Lemon Juice
Carrot	Lime Juice
Organic Carrot	Menage A Tropicque
All Vegetable Cocktail	C Monster Light

"Our first concern is for the health and safety of those affected," said Stephen Williamson, Chief Executive Officer of Odwalla. "We are working in full cooperation with the FDA and the Seattle/King County Department of Public Health."

"We will update the media as soon as results are available," said Sydney Fisher, Director of Public Relations for Odwalla. For more information, please call Sydney Fisher at (415) 712-5512.

###

Questions/Findings for Rosemary Hart. —

(1) ~~Cag rule.~~ —

~~- suspended while reproposing~~

(2) ~~# of studies~~

~~Save Cag rule — O.K. to make public # of studies.~~

~~- hemolytic uremic syndrome. —~~

~~13 known cases~~

Don't
knick it!

King County Washington —
E Coli — O157

13 known cases total

— 4 HUS —

— including preschoolers.

Odwalla — Dinuba, CA (Northern)

3 counties in state of WA

— FDA last inspected plant in July

— common batch of cider. —

Onsterholm — generally — system would allow earlier detection.

44 — Other states. —

— Tom O'Donnell. —

Cider — WA, OR, CA, NM, CO, British Columbia

— Negotiating w/company

— 7:30 pm Eastern Time. —

— FDA is in w/company —

King County Health Dept. holding



EXECUTIVE OFFICE OF THE PRESIDENT

12-Nov-1996 11:04am

TO: Elizabeth E. Drye
FROM: Bruce N. Reed
Domestic Policy Council
SUBJECT: What's this about?

E

Date: 11/12/96 Time: 08:37

DGovernment Weighs New Rules After E. Coli Outbreak in Juice

WASHINGTON (AP) The government is considering forcing all apple juices, and possibly other fruit juices, to be pasteurized to fight the dangerous E. coli bacteria that keeps surfacing in fresh foods.

Also under debate is chemically washing fresh produce or forcing manufacturers to adopt quality-control programs that prove foods stay pure from harvest to dinner table.

Once thought a threat only in undercooked meat, the virulent E. coli O157 strain now has surfaced repeatedly in apple cider, even lettuce. At least 49 people were sickened after drinking trendy, unpasteurized fruit juices. E. coli is strongly suspected in the death of a 16-month-old child Friday in Denver.

This outbreak, from California-based Odwalla Inc. gourmet juices that contained tainted apple juice, has spurred government doctors to action because it showed even large manufacturers known for quality are vulnerable.

"There's no doubt this is a different problem this time," said John Vanderveen of the Food and Drug Administration.

Just hours after Odwalla began its recall, Vanderveen called a special meeting to warn apple juice makers "to ratchet up their quality control" while the government decides the next step.

Meanwhile, Vanderveen is advising parents of young children and people with weak immune systems, who are most at risk from foodborne illnesses, to buy only pasteurized juices. Unpasteurized ones, a minority on the market, must be sold cold, so shoppers should check the label when buying any chilled juice, he added.

Pasteurization, a heating process, kills E. coli, while simply washing fruit with water doesn't. But many people say unpasteurized juices taste better so the Agriculture Department is funding research to find better pasteurization methods to preserve the flavor while killing the E. coli.

And the FDA is considering experimental chemical washes that promise to purify produce and additives that might kill the bacteria.

But if the FDA requires pasteurization, the rule could apply

both to the upscale, all-natural juices sold in supermarkets and perhaps even to the cider that farmers sell at roadside stands.

At least four U.S. outbreaks of E. coli O157, a particularly dangerous strain discovered in 1982, were linked to raw lettuce in the past year. Last month, it sickened 10 people who drank apple cider in Connecticut.

While bacterial outbreaks are increasing, so is Americans' consumption of all-natural foods an industry growing about 25 percent a year.

People don't understand that fresh or natural ``doesn't necessarily mean better for you,''' said Dr. Mitchell Cohen, bacterial diseases chief at the federal Centers for Disease Control and Prevention. One worry: Organic foods often are fertilized with cow manure even though E. coli flourishes in cattle.

The industry is studying better safeguards, but simply getting food workers to wash their hands might prevent E. coli contamination, said John Aguirre of the United Fresh Fruit and Vegetable Association.

``Nobody's suggesting put your carrots and lettuce down and eat more hot dogs,''' he emphasized. ``We are taking adequate steps to ... minimize the possibility of becoming ill.''

When the Odwalla outbreak hit, the Clinton administration already was planning a broader initiative to better safeguard all foods. One step is expected to be an expansion of the nation's fledgling early-warning system for foodborne risks, which now operates in just five states.

But the latest E. coli outbreak has the FDA considering what steps fresh food makers should take immediately.

One option is requiring the natural food industry to adopt strict quality-control programs similar to ones now required for seafood and meat companies. These force companies to prevent contamination at every step of production, from harvesting to sales.

The industry fears the government will move too fast; after all, nobody yet knows how Odwalla's juices were tainted.

Odwalla passed FDA plant inspections and even had its own special quality-control program. One possibility is that Odwalla inadvertently bought apples that had dropped from orchard trees into cow or deer feces.

APNP-11-12-96 0839EST

USA TODAY

11/7/96

Why do we really need government? Apple juice

LOS ANGELES — It all comes down to apple juice.

In the final week before the election, amid charges and countercharges, the story that took my breath away wasn't about presidential politics at all. It was about the contamination of fresh apple juice, the expensive kind, the kind I've always assumed was healthy. By the weekend, health officials in Western states and British Columbia were reporting 20 cases of potentially lethal E. coli bacterial infections linked to unpasteurized apple juice processed by Odwalla Inc., mostly among children, with many more under investigation.

Two-year-old Tara Hana Azizi was among the most seriously ill, hospitalized for kidney failure — alive only because doctors acted swiftly. Her father's words echoed. "That's the only apple juice we buy for her," explaining that he and his wife were very careful about what they feed their child.



By Susan Estrich

What's a mother to do?

How am I supposed to know that unpasteurized apple juice is more dangerous? Or that apple juice is used in dozens of other fresh juices that don't even mention apples? Fresh apple juice certainly tastes healthy.

The era of big government may be over when it comes to welfare, but not when it comes to protecting my kids. The Republican message of less government rings hollow when it's my kids' safety and health you're talking about — or family and medical leave, or taking on the tobacco companies. Republican theory gives you one answer to these questions, and the soccer moms and dads will give you another.

One mother, whose child suffered brain damage from the Jack in the Box incident, immediately held a press conference to blame the government, arguing it should be enforcing a standard of zero tolerance, which scientists say isn't realistic. Still, the FDA is reviewing its regulations and considering requirements that would require juice, like milk, to be pasteurized. The milk rules were imposed in 1987. Did you know that? I didn't.

Even more important may be our ability to "fingerprint" bacteria, recognize identical strains, and identify their source quickly so dangerous products can be removed from the shelves and outbreaks limited. Genetic analysis and extensive interviews allowed epidemiologists to isolate the apple juice as a likely source of infection within days of the first reports of sick children, resulting in an immediate recall of Odwalla products in eight Western states and Canada. Who did this lifesaving work? Government bureaucrats.

The worst of it is, Odwalla is by all reports a responsible and health-conscious company. "It is very tough, to be honest, to focus on health and nutrition all of your life and have this incident happen," the company's founder, Greg Steitenphol, told reporters. "We are deeply affected by it." No secret memos here about health risks.

My kids are my bridge to the 21st century. Personal responsibility can only take you so far. There are some areas, like grocery shopping, where you just have to go on faith. In government.

Susan Estrich's column appears on Thursday.

No gender gap; Hispanic blacks made difference

It was the race gap, not the gender gap, that won Bill Clinton a second term in the White House. He was carried back into the Oval Office on the black and Hispanic voters. Sure, women were an important part of the coalition that gave Clinton a winning margin in Tuesday's election. But the lion's share of credit rightfully belongs to blacks and Hispanics.

Among Hispanics, Clinton beat Dole 72% to 21%. The president did even better with black voters, winning 83% to Dole's 12%. These are huge margins. But they loom even larger when you consider that Clinton beat Dole by just 5 points in the popular vote. Forty-nine percent of white women voted for Clinton, 42% for his Republican opponent. White men went for Dole over Clinton 48% to 39%. Like every Democratic presidential candidate since Lyndon Johnson, Clinton failed to win a majority of the white vote.

"I think we just delivered the South to the Republican Party for a long time," Johnson lamented when he signed the 1964 Civil Rights Act. He also just as well have predicted the Democrats' embrace of civil rights would make theirs the party of diversity and the GOP the party of white flight.

For the second time in as many elections, Clinton's winning margin is being misread by pundits who are obsessed with finding the Great White Hope of our racial divide. Four years ago, when he campaigned largely in the hollows and cul-de-sacs of the USA, Clinton's victory was attributed to a small lead — 42% to 38% — he enjoyed over George Bush among male voters, even though it was black and Hispanic men who produced the winning margin. In this election they want to credit the 17 points he won over Dole among women for pushing Clinton across the finish line ahead of Dole. What they don't say is that 10% of that spread came from minority women.

It was blacks and Hispanics who did the heavy lifting in this year's presidential election — and who deserve the political credit for Clinton's re-election. During his first term, Clinton named four blacks to his Cabinet but none to the key posts of Defense, State, Justice and Treasury. And not a single African-American was a member of the president's White House inner circle.

Hispanics didn't do any better. They got two Cabinet posts but also were locked out of the inner sanctum of the White House, the presidential enclave whose name too many of its residents have taken literally.

In his election-night speech, Clinton talked about reaching out to the publicans he defeated. But first he ought to reward those who made possible his victory. Not simply by doling out some appointments — although that's important — but rather by making some blacks and Hispanics members of his administration's power elite.

During Clinton's first term, senior blacks were used as sounding boards for policy initiatives but not as architects. They often were trotted out as advocates of ideas hatched by others. And when major political strategies were being discussed in the White House, the meetings took on the look of a Rot Club. It's time all of this changed. Clinton can do for black and Hispanic Democrats what Ronald Reagan and George Bush did for Colin Powell — make them an integral part of his administration.

Bill Moyers is fond of telling the story of how President Johnson integrated the University of Texas' faculty club one night in 1964. He simply took one of his black secretaries there. Today the stakes are higher, but the challenge remains the same. If Clinton wants to scale the barriers that have locked blacks and Hispanics — his most loyal supporters — out of the decision-making councils of his administration, he must take it upon himself to do so.



By DeWayne Wickham

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JIM O'HARA

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Number of pages (includes cover) _____

Message: *1 coli articles*

If this is not clear, please call and we will send
another fax. Thank you.

WASHINGTON'S LARGEST NEWSPAPER

Sunday

The Seattle Times Seattle Post-Intelligencer

NOVEMBER 3, 1996

\$2.00

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Odwalla's E. coli error: Acid

By Warren Kiser
Seattle Times medical reporter

Confusion over what is a safe acid content of Odwalla apple juice could be a factor in the outbreak of E. coli bacterial disease linked to the unpasteurized product.

Although recent studies have shown that E. coli O157:H7 can survive high acid content, a top Odwalla

official said he understood his product's acid level was adequate to kill the bug.

"What we were advised through industry (experts) was that we had a safe level," said Greg Steltenpohl, chairman and founder of Odwalla, which recalled all its apple juice, apple-juice products, carrot juice and vegetable cocktail juices last week.

"We didn't test for E. coli ... because we believed evidence showed it was not found at that (acid) level," Steltenpohl said.

He said he believed the acid level used by Odwalla came from federal Food and Drug Administration guidelines. But agency officials say they

PLEASE SEE E. coli on A 16

THE SEATTLE TIMES CONTINUED FROM PAGE 1 SUNDAY, NOVEMBER 3, 1996

Safe acid content at issue in cases of E. coli disease

E. coli

CONTINUED FROM PAGE 1

have no guideline regarding apple juice production, despite recent outbreaks of E. coli disease linked to apple juice or apple cider.

At least three outbreaks linked to apple juice or cider have been reported in recent years — in Massachusetts, Connecticut and the current one in Washington state. Experts suspect a 1980 outbreak in Canada was linked to the bacterium.

"We can't put out a guideline ... because any acid content that would guarantee safety would make the juice unfit to drink," said Arthur Whitmore, a spokesman for the FDA's Center for Food Safety and Applied Nutrition. Industry sources said high acid would make apple juice taste sour.

Experts consider a pH — the level of acidity — of about 2.9 and below adequate to kill E. coli O157:H7. (The lower the pH number, the higher the acid content; a pH level of 7 is neutral.) Stebenopol said Odwalla apple juice was made with a pH of 4.9.

The misunderstanding over the safe acid level may stem from the FDA's guideline that products with pH levels below 4.6 are set a "potentially hazardous food." But that designation refers to foods that allow rapid growth of organisms or their toxins — not to those that simply allow an organism to survive.

Dr. Phillip Tarr, a Children's Hospital Medical Center physician and a nationally known expert on E. coli O157:H7, said the bacterium "is just not killed very rapidly" at a 4.9 pH level.

"There are a number of data which show that E. coli O157:H7 are quite acid tolerant," he said.

Pasteurization, a heat treatment, is considered the safest way to kill the organism, but government regulations do not require it.

Some producers, including Odwalla, think the process hurts flavor. They rely on acid content, sanitation practices, food washing and inspections to guard against harmful organisms.

65 cases reported

As many as 65 cases of the illness have been reported in Washington, other Western states and British Columbia, most of them linked to Odwalla juice and most involving young children. At least 17 confirmed cases of the illness — all but two linked to drinking Odwalla — and as many as 10 other probable cases have been reported in Washington state.

FDA officials are testing recalled Odwalla apple-juice products, as well as carrot juice and vegetable cocktail, both of which were processed on the same production line. They are also testing samples from different juice batches and equipment in the company's Dinuba, Calif., production plant, trying to trace the contamination source. As of yesterday, the agency had not reported any findings.

The bacterium originates in the intestines of cattle and spreads to humans mainly through fecal contamination of food.

Inspectors suspect the New England outbreaks stemmed from apples that had been on the ground and contaminated with manure. Odwalla officials say they do not buy "ground apples."

FDA knew of acid tolerance

In a scientific journal last year, one of the FDA's own microbiologists cited an apple-cider outbreak and another linked to mayonnaise.

"In the Retail Food Store Sanitation Code of the U.S. Food and Drug Administration, foods with a pH value of less than 4.6 are generally regarded as low risk in terms of food safety," the researcher, Peter Feng, said in a 1995 article in the journal Emerging Infectious Diseases. "However, several recent disease outbreaks attributable to serotype O157:H7 have shown that this pathogen can persist in foods with low pH."

He added: "Most notably, acidic foods that were once thought to be of low risk can no longer be considered safe because of the acid-tolerant properties of this bacterium."

Feng could not be reached for

comment, but other FDA officials said the code he cited refers primarily to restaurant food, not the food-manufacturing process.

Centers for Disease Control and Prevention scientists also wrote the hazard in a 1983 edition of the journal of the American Medical Association: "The Food and Drug Administration does not consider foods with a pH less than 4.5 to be potentially hazardous. However... *E. coli* O157:H7 will survive at pH below 4.0 for 30 days at 8 degrees Centigrade."

Whitmore said FDA officials met last week in Washington, D.C., with health authorities and several representatives of the fresh-juice industry. He said they were briefed about the current outbreak and factors — including acid content — that could contamination or allow *E. coli* survival in apple juice and cider.

"They were advised of the problem and the fact that we want to seek a remedy to it," said Whitmore.

Odwalls's safety precautions

Janice Oliver, deputy director of the FDA Center for Food Safety, said the agency is beginning a new review of all food-safety guidelines and regulations in January.

"We'll be looking at all options for control (of apple juice contamination)," she said. Oliver emphasized the FDA's role of trying to prevent contamination of foods in the first place.

"We require that it not be adulterated," she said. "That's what we try to enforce."

Steltenpohl, the Odwalls exec,

'We require that it not be adulterated. That's what we try to enforce.'

JANICE OLIVER

Deputy director, FDA Center for Food Safety

tive, said the company takes many precautions to guard against contamination of its apple juices.

• It will accept only fruit picked directly from the tree, none that has been on the ground.

• Inspectors at the company's Dinuba plant check field bins, each with 800 to 1,000 pounds of apples, to see if any of the fruit is dirty or there is other evidence of ground contact, such as grass or straw in the bins.

• After the apples are stored at 35 degrees Fahrenheit for 24 to 48 hours, they are dumped onto a conveyor belt. Workers wearing rubber gloves dipped in a sanitizing solution grade the apples.

• The apples are washed in a round chamber by whirling brushes and a phosphoric acid wash. Steltenpohl said the wash formula is used by all manufacturers who wash their produce and is "state of the art."

• A grinder with a sterilized stainless steel blade breaks the apples into a fine pulp, or pomace, which is then pushed through a screen in the machine. The pomace is then pumped through sanitary lines to a press.

• The accordion-like press opens and closes against a plate and squeezes the juice through coarse fabric bags that are sterilized with hydrogen peroxide spray every two hours. The bags are also washed daily with hot water and chlorine.

• The juice goes into refrigerated holding tanks and each batch of up to 1,500 gallons is tested for clarity, tartness and pH before going into sterilized bottles. Bottles are labeled with lot numbers and pull dates.

• Sample bottles from each batch are tested for bacteria, yeast, mold and taste.

• The bottles are stored under refrigeration for no more than 30 days. They are also transported in refrigerated trucks and stocked in stores under refrigeration.

• The plant operates six days a week and equipment is sanitized frequently during the day and again at night. An even more thorough sanitation is performed on Sunday.

Research assistance for this article was provided by Vince Kuster of The Seattle Times Library. Material from Reader's Digest is included in this report.

FDA officials are testing recalled Odwalls apple-juice products, as well as carrot juices and vegetable cocktail, both of which were processed on the same production line. They are also testing samples from different juice batches and equipment in the company's Dinuba, Calif., production plant, trying to trace the contamination source. As of yesterday, the agency had not reported any findings.

Hard to find exact source of E. coli

Search continues as
state cases reach 17

By TOM BAULSON
IN REPORTER

The search for the source of the latest outbreak of E. coli O157:H7 continues as the number of confirmed cases in Washington state climbed to 17 yesterday and federal health inspectors in California analyzed Odwalla juice samples for contamination.

Don't hold your breath.

In the much larger 1993 outbreak, in which three children died and hundreds were sickened by E. coli O157-tainted hamburger, investigators never reported finding the exact source of contamination.

Local health officials quickly established it was in Jack in the Box hamburgers, and that the burgers came from California cattle, but investigators with the U.S. Centers for Disease Control and Prevention were not able to identify the slaughterhouse or the herd that harbored the deadly bug.

"They never really pinned it down," said Scott Lewis, spokesman for the California Department of Health Services. Lewis said California so far has seven suspected cases possibly linked to the latest outbreak.

In Colorado, health officials report four confirmed cases of E. coli poisoning and a dozen other suspected cases — none of which has been linked yet to the same strain of bug in Washington. British Columbia officials also have reported suspected cases.

Washington state typically has about five to 10 cases of E. coli O157 reported every month, often without

See FROM, Page A6

Seattle Post-Intelligencer

THE VOICE OF THE NORTHWEST SINCE 1889
A MCDONALD PUBLICATION

Saturday morning • November 2, 1996

Probe: State surveillance 'unique'

From Page 1

any single identified or related source of contamination. In addition to the 17 confirmed cases in this outbreak, 10 other cases are suspected.

In 1987, Washington became the first state in the nation to require doctors to report *E. coli* O157 to their local health departments. It's the only state to routinely test every stool sample of suspected cases for *E. coli* O157.

"The question I've always asked is why these outbreaks seem to start in Washington," Lewis said. "It's because Washington is unique in terms of its surveillance."

Though this latest outbreak is still relatively small and just one among about 20 such outbreaks of *E. coli* O157 nationally this year, it gained the attention of public-health officials because a few children were sick enough to suffer kidney failure and require hospitalization.

One toddler, Michael Beverly, remains on dialysis at Children's Hospital and Medical Center in Seattle.

This outbreak, though involving far fewer people and much less evidence from which to work, does share some similarities with the 1993 incident. The likely origin of contamination again has been traced to California — apples rather than cattle. And in the same way that hundreds of cows got mixed together in the mass production of hamburger, tens of thousands of apples got mixed together to make juice.

Adding to that complication in tracking down the source is the fact that *E. coli* bacteria, some of which are beneficial and necessary in animals' digestive tracts, can reproduce at a remarkably rapid rate. Theoretically, with unlimited food, one bug could reproduce into a swarming mass larger than this planet in just three days. An infected human stool sample contains many billions of *E. coli* organisms, typically more than all the 5.75 billion people on Earth.

"And it only takes one bug to make you sick," said Dr. Phil Tarr, a professor of pediatrics at the University of Washington and Children's Hospital.

Tarr, an expert on *E. coli* O157 and one of those who helped identify the cause of the 1993 outbreak, noted that there are thousands of different strains of *E. coli* that confuse efforts to identify the O157:H7 variant.

"An organism like this is very difficult to detect," he said. Unfortunately, Tarr said, the easiest way to test for its presence is to test sick individuals, figure out the most likely thing they ate that might have been contaminated and then trace the food pathway backward.

Executives and workers at Odwalla's production facility in Dinuba, Calif., south of Fresno, have been cooperating with state and federal health officials trying to do just that.

The company this week launched a nationwide recall of its apple juices, juices containing apple juice, carrot and vegetable juices.

Inspection with the U.S. Food and Drug Administration have been testing production-lot samples obtained from Odwalla to see if *E. coli* O157:H7 is present in any of the juices.

"We may have some results (today)," said Sue Hatchcroft, spokeswoman for the FDA's regional headquarters in Bethesda. But FDA inspectors are not confident they have been able to obtain samples from all the lots involved in producing the juice that could have sickened people, Hatchcroft said.

Odwalla spokeswoman Sydney Fisher said the company routinely saves samples from all their production lots. Fisher said she believed the FDA should be able to completely test all the juice to see if any might have contained *E. coli* O157. It's difficult in a batch of Odwalla juice, she said, to answer a how it got there. Did an infected worker introduce it into production? Did it come in with the apples? If so, how did it get on the apples?

Other cases of *E. coli* infection from cider or raw apple juice have been attributed to the use of "dropped apples" — apples that fell on the ground, presumably coming into contact with fecal material or manure composting. Odwalla, however, said it uses only apples picked from trees.

"Well, there's always the possibility that there was an infected apple picker," said Bert Barthless, of the state Department of Health.

E. coli O157:H7 seems to infect people through undercooked meat, unpasteurized milk and other favored sources, Barthless said, but it is capable of taking all sorts of routes. Other outbreaks that have received less public attention have involved cantaloupes and lettuce, he said, as well as person-to-person contact or even just swimming in a lake.

One way to reduce the risk of infectious disease is through pasteurization, when milk or juice is heated to kill microorganisms.

Given this outbreak of *E. coli* O157 in juice, the FDA yesterday said it has stepped up a discussion with the juice industry about pasteurization. Officials said they have not yet decided if they will recommend required pasteurization of juices, as was done for milk in 1987.

"It took us nearly 10 years to get that done," the FDA's Hatchcroft said. Another option, though so far not taken seriously by the food industry, would be to irradiate food and beverages to kill bacteria.

Odwalla was created to offer consumers fresh natural juices that contain no preservatives and are not pasteurized. The juices must be processed, distributed and sold within two weeks.

A4 Seattle Post-Intelligencer • Saturday, November 2, 1996

E. coli scare spurs political endorsement by mother of earlier victim

By TIM KLASS
THE ASSOCIATED PRESS

SEATTLE — An E. coli outbreak has led to the endorsement of a congressional candidate by the mother of one of the most severely affected victims of an earlier epidemic of the deadly bacterium.

In 30-second television advertisements that began airing yesterday, Suzanne Kiner said she had chosen Democrat Jeff Cooperworth over Rep. Rick White because the freshman Republican "voted not once but twice to side with industry lobbyists against new efforts to detect E. coli."

White has hotly denied the accusation throughout the hard-fought 1st District campaign.

Connie Correll, White's press aide, said White did vote for legislation to bar adoption of new regulations, but both bills contained an exception to allow new regulations for "health, safety or environmental inspections."

Kiner became a leading campaigner for stringent inspection after her daughter, Briana Kiner, 13, nearly died of hemolytic uremic syndrome years ago. She testified before Congress while working with staffers in White's office, his campaign aides said.

The girl was hospitalized for months, surviving a stroke and kidney failure, and remains beset by breathing difficulty, diabetes and other health problems. She was among hundreds of people in Washington state who got sick from eating E. coli-contaminated and undercooked bur-

Suzanne Kiner became a leading campaigner for more stringent meat inspection after her daughter nearly died three years ago.

gers from Jack in the Box outlets in January 1993. Three people died in that outbreak.

Her mother, previously neutral in the congressional race, endorsed Cooperworth after a new outbreak of E. coli O157:H7 this week.

Health officials reported more than 30 confirmed or suspected cases in three states.

The ad featuring Kiner begins with the words, "Rick White tried to keep this ad off the air," but the circumstances were not immediately clear.

Kiner did not return calls to her home and her lawyer's office late

yesterday.

Cooperworth aides said White met with Kiner early this week at her home in an unsuccessful attempt to persuade her not to go through with the endorsement.

White's campaign manager, Peter Schainstock, confirmed that he and his boss met with Kiner for about 45 minutes but denied that they sought to change her mind.

A friend of Kiner's arranged the meeting, saying the mother wanted to hear from White on food safety and regulation before deciding about Cooperworth, Schainstock said.

Neither an endorsement nor a TV ad was mentioned in the meeting, he added.

"They talked about some food safety stuff, and she impressed upon him the need to go forward in a bipartisan manner," Correll said.

Christopher Jarvis, Cooperworth's press aide, said Kiner never sought a meeting with White.

The friend acted on her own initiative, telling Kiner only the night before the meeting that it had been scheduled, Jarvis said.

He also said White pressured Kiner to at least remain neutral and said she would be useful to him as an adviser on food-safety issues if he were re-elected.

Jarvis' account was largely supported by Bill Marler, a lawyer who represented the Kiner family in a lawsuit that was settled for more than

\$11 million by Jack in the Box. Marler, who also considered running against White, is a top aide in Democrat Gary Locke's campaign for governor.

Marler said he advised Kiner to remain neutral but, after she decided to endorse Cooperworth, agreed to let the ad be filmed in his law office.

With the new E. coli outbreak, Marler said, "I think Suzanne's awareness of 'my God, I've got to do something' just came to the top."

Seattle Post-Intelligencer • Saturday, November 2, 1996 A7

Seattle Post-Intelligencer

A Hearst Newspaper



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Kenneth F. Bunting Managing Editor
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The voice of the Northwest since 1863

Medical sleuths did superb work

Seattle-King County and state health officials did a fine job of tracking down the probable source of the E. coli infection that has once again struck in Western Washington.

Their quick work doubtless prevented more illness and possible death. This second E. coli outbreak is a dramatic reminder that these dangerous bacteria are not limited to meat products. They are ubiquitous, so it behooves consumers to take due precautions in handling and preparing food. The outbreak also has pointed up the need for legislation that requires food labeling that tells consumers whether products are pasteurized.

Children are the most vulnerable to the bacteria, which until now have been publicly associated with meat products such as undercooked hamburger. Hundreds were sickened in this state during the last E. coli outbreak in 1993, and three children died from consuming tainted hamburger meat.

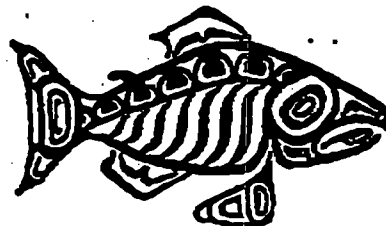
This time, the medical sleuths painstakingly interviewed parents and, considering the number of possible avenues of exposure, soon identified Odwalla apple juice as the likely culprit in most of the confirmed cases of the illness. That juice is unpasteurized, so the E. coli bacteria are not killed.

Dr. Alonzo Plough, director of the Seattle-King County Health Department, said the investigation went around the clock until the source was found. Odwalla, a California company, has pulled 13 types of its juice from the shelves, all of which contain some apple juice. It's not yet known how the juice became contaminated.

The Seattle-King County Health Department and state Department of Health warned against drinking unpasteurized juices. And Dr. Mimi Fields, state health officer, reminded that although apples themselves have not been implicated as a source of the bacteria, it's always a good idea to wash all fresh fruits and vegetables before eating them.

**SEATTLE DISTRICT**

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**TO:****CITY/STATE:****FAX:**

**Ron Johnson
Theresa Hoog
Janet Rowe**

**Oakland, California
OPA, Rockville, MD
DEIO, Rockville, MD**

FAX NUMBER 24 AT THE RECEPTIONIST DESK

**FROM: Sue Hutchcroft
Public Affairs Specialist**

TELEPHONE

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Washington State Department of

Health News Release

Immediate release: Nov. 1, 1996 (96-92)

Contacts: Linda Waring (360) 753-3237
Matt Ashworth (360) 753-0757

UPDATE: Lab tests confirm common source of *E. coli* O157:H7

OLYMPIA — Lab tests completed today by the state Department of Health confirm a definite link between the most recent *E. coli* O157:H7 cases. Pulsed-field gel electrophoresis "fingerprints" the DNA from each persons lab sample.

"The tests identify a unique cluster of *E. coli* O157:H7 associated with the Odwalla outbreak," said Dr. John Kobayashi, communicable disease epidemiologist at state Department of Health. "The pattern of these isolates differs substantially from those of other *E. coli* O157:H7 cases from the recent past. You can see a clear start in the current epidemic."

There now are 17 confirmed cases of *E. coli* O157:H7 and 4 suspected. Of those confirmed, 15 report that they drank Odwalla apple juice. Twelve of the confirmed cases are in King County, one is in Thurston County, one in Whatcom County, and three are from Snohomish County.

When *E. coli* O157:H7 illness is confirmed by a hospital or physician, the state public health laboratory performs pulsed-field gel electrophoresis. If the DNA fingerprints of *E. coli* O157:H7 from different patients match, a common source of infection is likely.

Additional testing will be conducted over the weekend.

Washington was the first state in the nation to begin in 1987 requiring physicians to report *E. coli* O157:H7 to state health officials.

CDC and the Association of State and Territorial Public Health Laboratory Directors last year designated the state public health laboratory as a regional testing center for *E. coli* O157:H7. The

MORE

E. coli O157:H7 -- 2/2/2
Nov. 1, 1996

laboratory coordinates studies of *E. coli* O157:H7 with the CDC, USDA and other regional testing centers.

E. coli O157:H7 can cause severe diarrhea and abdominal cramps. Bloody stools are common. Complications are most likely to occur in children up to age nine and in the elderly. Wash hands frequently to avoid spreading the disease to other persons.

Beef or venison products, particularly ground beef, can be contaminated during slaughtering or processing. Raw meat juices, dirty hands or unclean surfaces can contaminate foods, such as salads. Raw vegetables and fruit also may be contaminated if they are dropped on the ground and are not washed before they are eaten.

###

NOTE TO EDITORS: For more information about pulsed-field gel electrophoresis, contact the state lab at (206) 361-2800.

WASHINGTON STATE DEPARTMENT OF HEALTH

E.coli O157:H7 fact sheet**What is E. coli?**

E. coli are bacteria that normally live in the intestines of humans and animals. Although, most strains of this bacteria are harmless, several are known to produce toxins that can cause diarrhea. One particular *E. coli* strain called O157:H7 can cause severe diarrhea and kidney damage.

Who can get E. coli O157:H7 infection?

Anyone of any age can become infected with *E. coli* O157:H7, but the very young and the elderly are more likely to develop serious complications.

How does one get infected with E. coli O157:H7?

The bacteria can be acquired by eating food containing the bacteria. The bacteria live in the intestines of some healthy cattle and contamination of the meat may occur in the slaughtering process. Deer meat (venison) may also be infected with the organism. Eating meat that is rare or inadequately cooked is the most common way of getting the infection. Fresh vegetables (lettuce), unpasteurized fruit juices (apple cider) and raw milk have also caused outbreaks. Any food product eaten raw can be contaminated by raw meat juices. Person-to-person transmission, especially in child care settings, can occur if infected people do not wash their hands after using the toilet or diapering children. Contaminated drinking water and swimming in contaminated shallow lakes may also cause infection.

What are the symptoms of E. coli O157:H7?

People infected by *E. coli* O157:H7 can develop a range of symptoms. Some infected people have mild diarrhea or no symptoms at all. Most identified cases develop severe diarrhea and abdominal cramps. Blood is often seen in the stool. Usually little or no fever is present. Symptoms generally appear 3-4 days after exposure, but can take as long as 9 days to appear. Persons experiencing these symptoms should contact their physician.

How is E. coli O157:H7 infection diagnosed?

Infection with *E. coli* O157:H7 can only be diagnosed by a special stool culture that is not performed in all laboratories. Public health authorities advise doctors and laboratories to consider performing a special stool culture test for *E. coli* O157:H7, particularly in people with bloody or severe diarrhea.

What is the treatment for E. coli O157:H7 infection?

Diarrhea and other symptoms generally go away without antibiotics or other specific treatment in five to 10 days. Scientific studies have not yet been conducted to determine if antibiotics are useful or harmful in the treatment of *E. coli* O157:H7 infection. It is recommended that antibiotics and diarrhea medicines not be given.

MORE

Washington State Department of Health
E. coli O157:H7 Fact Sheet
2/22

What serious complications can result from E. coli O157:H7 infection?

In some people, particularly children under five years of age, the infection can cause a complication called hemolytic uremic syndrome (HUS). This is a serious disease in which red blood cells are destroyed and the kidneys fail. Transfusions of blood or blood clotting factors, as well as kidney dialysis, may be necessary. A prolonged hospital stay is often required. Fortunately, most people with HUS recover completely, but it can be fatal.

What can you do to prevent E. coli O157:H7 infection?

Do not eat undercooked hamburger or other ground beef products. Cook roasts to at least 130 degrees F and other ground beef to 155 degrees F. Venison should be cooked to 165 degrees F. Make sure cooked ground beef is brown throughout (not pink) and the juices run clear. Drink only pasteurized milk, milk products and fruit juices. Carefully wash all produce, kitchen utensils and countertops. Wash hands carefully with soap after using the toilet or changing a child's diaper to reduce the risk of spreading disease. Wash hands with hot, soapy water, rubbing hands together for 20 seconds.

Outbreaks

The largest Washington state E. coli O157:H7 outbreak was in 1993, when 477 people were infected from contaminated, undercooked hamburger. In 1994, 11 people were infected from contaminated ground beef and also in 1994, 15 people were infected from contaminated salami. Additional outbreaks have occurred in the United States from non-beef sources including lettuce and salad bars where foods were contaminated by improperly cleaned utensils, working surfaces and infected food handlers. In addition, outbreaks have occurred in people who have consumed garden vegetables fertilized with animal manure and unpasteurized apple cider.

Cases

Most infections with E. coli O157:H7 are single cases and not associated with outbreaks. The numbers of reported cases in Washington of E. coli O157:H7 peaked in 1993, and have been dropping since then. Case counts for 1991-1996 are listed below:

1991 -- 164 cases
1992 -- 300 cases
1993 -- 741 cases
1994 -- 174 cases
1995 -- 140
1996 -- 98 cases (does not include current outbreak)

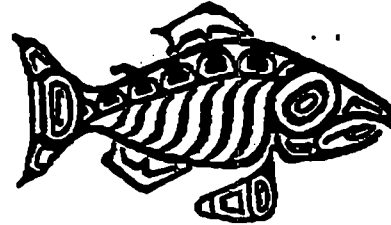
For more information contact the food protection program at (360) 753-2555 or the state epidemiology office at (206) 361-2914.

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WHATCOM COUNTY HEALTH DEPARTMENT

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FAX TRANSMITTAL

FAX TO: Media
No. of Pages: 2
Date: November 1, 1996
FAX FROM:
Frank James, M.D. & Charles R. Benjamin
Health Officer Director

FOR IMMEDIATE RELEASE
E. COLI O157:H7 LINKED TO LOCAL APPLE CIDER

CONTACT PERSON: Tom Kimesh
Phone: 676-6724 or 738-2504 ex. 50832

The Health Department is currently investigating two (2) laboratory confirmed cases of E.coli O157:H7 infection reported this week. Both cases drank fresh unpasteurized apple cider pressed and sold by the Calvinist Cadet Corp (the cadets) from the Second Christian Reformed Church in Lynden, Washington. The cider is the most likely source of infection in these two cases. This product was sold only on October 19, 1996 in two locations: 8th and Front Street and 8th and Grover Street in Lynden. No additional cider has pressed or sold by that group.

Dr. Frank James is recommending that people not drink this apple cider because it may be contaminated with the E.coli O157:H7 bacteria. Any of this cider purchased from the Cadets including cider that was frozen should be discarded and not consumed.

These two cases of infection have no known connection with the Odwalla Fresh Juice outbreak being investigated in the greater Seattle area.

E.coli O157:H7 is a strain of bacteria that can cause abdominal pain, diarrhea, bloody diarrhea, and sometimes fever, nausea and vomiting. Symptoms occur 1-9 days (usually 2-4 days) after exposure to the bacteria. Complications of this disease can affect the kidneys and circulatory system and may be fatal. Anti-emotility agents and antibiotic treatment may worsen the effects on the kidney. Over the counter anti-diarrheal medicine should not be used because they can increase the risk of further complications from this disease.

If you are concerned about someone in your family who is ill, you should contact your health care provider.

This strain of bacteria is found in the intestines of cattle, other livestock and wildlife. People can be infected when they eat contaminated meats that are not thoroughly cooked, by drinking raw milk, by eating fruit or produce that was contaminated with animal manure, or by working with infected animals. Apple cider may become contaminated if the apples used to make the cider are picked up from the ground. People also can spread this infection to others when they do not wash their hands well after going to the bathroom or before preparing and eating food.

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P.04

do you prevent this disease?

- Cook ground beef to at least 155 degrees F and until the meat and juices are no longer pink. Also, be careful not to contaminate cooked meat with juices from raw meat.
- Avoid drinking raw milk
- Wash all fresh fruits and vegetables before they are eaten and avoid drinking unpasteurized apple cider.
- **WASH YOUR HANDS:**
 - After handling raw meat;
 - After going to the bathroom;
 - After changing diapers;
 - After helping children with toiletting, and
 - Before preparing, serving, or eating foods.

Washing your hands means using lots of warm water and soap, making lots of suds and scrubbing for at least 10 seconds.

For further information, call 676-6724 or 384-1565.

Note: Please do not upload this release on the wire services without first notifying the Health Department.

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THE WALL STREET JOURNAL MONDAY, NOVEMBER 4, 1996

INDUSTRY FOCUS

Odwalla's Woes Are a Lesson for Natural-Food Industry

FDA Seeks Tighter Quality Controls as E.coli Outbreak Raises Concerns

By BILL RICHARDS

Staff Reporter of The Wall Street Journal

hours of last week's E. coli outbreak linked to unpasteurized apple juice, officials from nine trade associations representing the natural-food industry crowded into a room at the Food and Drug Administration's headquarters in suburban Washington.

"They were obviously concerned," says John Vanderveen, director of the FDA's office of plants, dairy foods and beverages, who convened the gathering. Mr. Vanderveen told the trade officials to the word to their members to cinch up quality controls. "We made it clear this is a serious problem," he says.

Federal health officials are still counting to determine the severity of the latest outbreak. More than five dozen people, mostly children, have been hospitalized by an especially virulent bacterial known as E. coli O157:H7. There are fatalities, but children have been hospitalized in three Western states and British Columbia. The FDA says the infections resulted from drinking juice made by Odwalla Inc., the nation's largest fresh-juice purveyor, based in Half Moon Bay, Calif.

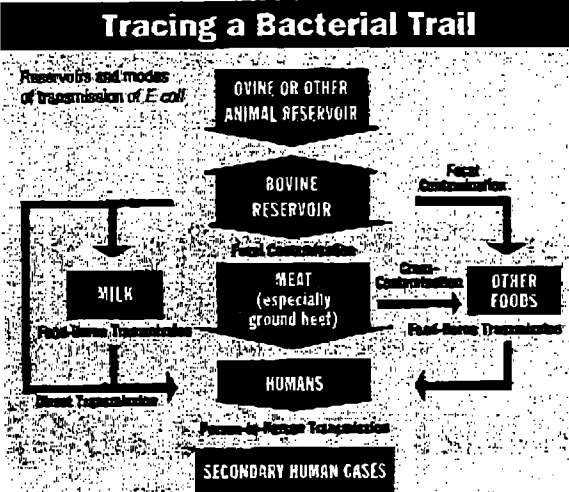
Sentinel Events

A tainted juice poses a different sort of a problem for the booming natural-food industry, which has been expanding at 25% annually in the past five years and includes everything from organic ketchup to unpasteurized orange juice. E. coli O157:H7, which was only identified in 1982, now is showing up with increasing frequency in outbreaks linked to consumption of raw produce.

In the Centers for Disease Control and Prevention in Atlanta recorded 30 separate outbreaks. Last year, four U.S. outbreaks of E. coli O157:H7 poisoning were linked to eating raw lettuce. Last month, 10 people in Connecticut fell ill after drinking unpasteurized cider containing the bug.

Scientists call such outbreaks "sentinel" meaning they are indicators of a much broader problem. "We view these as just the tip of the iceberg," said Carter, an epidemiologist with Connecticut's health department.

E. coli O157:H7 lives primarily in the intestinal tract of cattle and is generally spread through direct contact with animals. Epidemiologists investigating the Odwalla outbreak, for example, think the company may have



processed a batch of juice containing wind-fall apples from California that came in contact with cow or deer feces.

Worrisome Bug

Jonathan Mermin, a medical epidemiologist for the CDC in Atlanta, says E. coli O157:H7 is an especially worrisome bug. For one thing, it can be fatal—three people died in Washington state in 1993 after eating hamburgers that weren't cooked enough to kill the pathogen. The bug also needs only minute amounts to spread. "With O157:H7, probably only 500 organisms can cause infection," Dr. Mermin said.

"Given the small amount of the organism needed to cause the disease, it does not take massive contamination or a major break down in the system to spread it," said Dr. Mary Wilson, an assistant professor of epidemiology and a specialist in infectious diseases, at Harvard University's School of Public Health.

More ominously, the bug itself seems to be adapting. "Officials say they think their products were safe because E. coli O157:H7 thought to be by acids in juice. The company's line

also washes all fruit with a phosphoric acid-fruit wash, which was considered toxic to bacteria such as the E. coli strain.

"Our plant operated at the highest standards of good manufacturing practices we were aware of," said Gregory Steltenpohl, Odwalla's chairman. Odwalla has since shut down its apple-juice-processing line and has recalled all its juices containing apple or carrot juice, which was handled on the same line.

State-of-the-Art Facility

Indeed, Odwalla's problem may be the \$65-billion raw-produce industry's most glaring sentinel event to date. Industry officials say the company's plant is a state-of-the-art facility. "They did everything possible to ensure a safe product," said Walter Robb, regional president for Northern California for Whole Foods Market Inc., the nation's largest natural-food-supermarket chain.

Odwalla's Mr. Steltenpohl said vegetables such as lettuce and carrots are more likely to be contaminated than apples. "Do we stop eating fresh

because there is a higher E. coli risk than for something with a peel?" he said.

Industry officials say that with business expanding, U.S. consumers eat nearly 14% more raw produce now than they did a decade ago. E. coli outbreaks like the one linked to Odwalla are worrisome.

"We don't want to make anyone ill," says a spokeswoman for the United Fresh Fruit and Vegetable Association, a Washington trade organization. Her group has been working with the FDA and the Agriculture Department to come up with ways to protect consumers, such as developing new protective washes for produce.

"As concerns about microbial contamination rise, we want to be more proactive," the spokeswoman says.

'Very Sensitive' Issue

But some health officials say that the natural-food industry has expanded so much and become so varied that it may need more oversight. Organic gardeners, for example, often sell produce grown in cow manure with no checks on its sterilization. Produce grown or processed in one state can be sold in another and with substantially different safety standards. Odwalla's unpasteurized juices, for example, are distributed through more than 4,000 outlets in seven states and British Columbia.

"This case raises policy issues at the national-policy level," said Carl Otsaki, director of the Seattle-King County department of environmental health, where the latest E. coli outbreak was spotted. "We're probably going to have to look at what kinds of incentives or sanctions we need in the future," he said.

For now, consumers seem to be taking matters into their own hands. Odwalla officials have logged more than 15,000 calls, many from worried consumers, since their juices were first linked to E. coli poisoning last Thursday.

"Our buyers are telling us customers are bringing back everything including pasteurized products," says Whole Foods' Mr. Robb, whose stores in northern California are Odwalla's largest distributor.

Odwalla's Mr. Steltenpohl says the regulation issue is a "very sensitive" one for the natural-food industry. "Fresh food, and especially fresh produce, is very hard to regulate," he says. "We hope our experience will be a guide to others. We need to know what kind of guidelines are needed."

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Elizabeth Dwyer

FROM:

JIM O'HARA

(202) 456-7028

Number of pages (includes cover) _____

Message:

e coli articles

If this is not clear, please call and we will send
another fax. Thank you.

101 ~~thousand~~ food safe

Pasteurization does the job,
but not everyone wants it

By SCOTT SUNDE
FI REPORTER

French scientist Louis Pasteur discovered in the 19th century that applying controlled heat to wine or milk would prevent spoilage and cut the chance that people would get sick from drinking it.

It is a lesson, health experts say, that consumers need to remember 120 years after the discovery. The lesson was reinforced this week when epidemiologists linked unpasteurized Odwalla apple juice to an outbreak of E. coli in the Pacific Northwest.

The irony is that people drink unpasteurized juice and milk for health reasons.

"It's the most healthy," said Gary Wallace of the Myrtle Lake Dairy, a Redmond business that sells raw goat milk. "Any food — with the exception of meat, in my opinion — the less it's processed, the more healthy it is for the body."

Then again, Wallace added, the more it's processed, the less likely you are to get sick from it. "That's the tradeoff," he said.

In the past few weeks, unpasteurized apple cider and apple juice have been blamed for outbreaks of E. coli infection on both coasts of the United States and in Canada.

Odwalla, whose apple juice has been blamed for the West Coast outbreak, still has not pinpointed the source of the contamination. The company says it requires suppliers to provide fruit that has been picked from trees.

The most common source of E. coli in juice comes from fruit that has fallen to the ground, where it comes into contact with manure from livestock or droppings from deer or birds, said Val Hillers, a food safety specialist with Washington State University's extension service in Pullman.

Hillers said heating the juice — the key component of

See FOOD SAFETY, Page A12

Friday morning — November 1, 1996

ANALYST NEWSPAPER

THE VOICE OF THE NORTHWEST SINCE 1863

The Post-Intelligencer

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Food safety: Unpasteurized juice favored by some customers

From Page 1

pasteurization - can kill bacteria, including E. coli.

Betsy Sestrup, an owner of Wax Orchards on Vashon Island, said consumers making their own apple juice should heat it until it reaches a temperature of 183 degrees and keep it there for several minutes. Wax Orchards' juice is pasteurized and made from picked, warehouse apples, she said.

But customers at Puget Consumers Co-op prefer unpasteurized juice, said Theresa Steig, a PCC spokeswoman.

They claim it tastes more like apples and is more nutritious than pasteurized juice, she said.

PCC is Odwalla's largest account in the Seattle area, she said. The grocery concern removed Odwalla products from its shelves and has been talking to other suppliers of unpasteurized juice.

Steig said PCC wants to make sure the suppliers employ methods, such as not using fallen fruit, to ensure a safe product.

PCC also sells raw milk, though only by special order and only after telling those buying it that Washington's Agriculture Department urges people to drink pasteurized and homogenized milk, Steig said.

The Agriculture Department is going a step further. It has submitted proposed legislation to Gov. Mike Lowry for review that would ban the sale of raw milk and raw-milk cheese that has not been fully processed or aged, said Mary Beth Lang, a policy assistant in the Agriculture Department.

"Raw milk is a known carrier of numerous bacteria," she said.

Hilliers of WSU called raw milk a "wonderful growth medium."

"Virtually anything a cow has could be passed on to humans through milk," she added.

Indeed, people once contracted tuberculosis from raw milk, Hilliers said.

Today, it can infect people with E. coli and other food-borne illnesses, including salmonella and listeria.

Lang said the state has ample evidence that raw milk should be banned, as 28 states already do.

Last year, for example, state testing of 30 raw-milk samples showed 13 violated standards for bacteria, she said.

That doesn't mean the milk contained bacteria such as E. coli, she said. Typically, it means the milk was quickly spoiling.

The state estimates about 1,000 Washington households use raw milk. Supplying them are three goat and two cow dairies. Only one is in Eastern Washington.

The Mystic Lake Dairy provides both raw and pasteurized goat milk, Wallace said. The bulk of its business is yogurt made from pasteurized milk, he said.

The demand for raw milk has been declining since the 1980s and 1970s, but Wallace said the Mystic Lake Dairy takes extraordinary steps to make sure its product is safe.

"It's cleanliness. All of our tanks and equipment are stainless steel," he said.

The state tests the dairy's milk monthly, and Mystic Lake pays to have a laboratory make random tests, Wallace said.

County, state and federal agencies inspect the dairy as frequently as every three months. The dairy also has frequent inspections of its 120 goats for disease.

Wallace said banning raw milk is "a safe course for the state to take, but not a wise course."

"Once raw milk is banned, some people will still be drinking raw milk. It will be unregulated, and there will be dirty milk," he said. "The state is shooting itself in the foot."

Raw milk has caused E. coli outbreaks before. It was blamed for two outbreaks in Oregon in 1993 in which 13 people became ill.

Still, meat, especially ground beef, remains the single largest cause of the infection when a source can be identified, health experts say.

E. coli can be on other cuts of meat such as steaks or roasts, but cooking destroys the bacteria because it is on the surface.

E. coli, however, can be mixed into such products as sausage and hamburger, which is why health officials say they should be cooked thoroughly.

E. coli bacteria are everywhere, scientist says

By TOM PAULSON
IN REPORTER

If you think avoiding raw hamburger and "natural" fruit juice will keep you safe from the potentially deadly E. coli bug, you're wrong.

Consumers are less likely to be exposed to E. coli O157:H7 now that Odwalla has recalled its contaminated apple juice. But scientists say the recall alone won't make us that much safer from the risk posed by the bacteria.

"E. coli is everywhere," said Dr. Steve Moseley, a microbiologist at the University of Washington.

Fortunately, that's not true of the deadliest known genetic strain of E. coli, O157:H7, Moseley said. But it is in more places than just hamburger meat and apple juice, he said, and the public should not expect to see it disappear anytime soon.

"We've seen cases from people who were swimming in pools or lakes," said Tom Skinner, spokesman for the U.S. Centers for Disease Control and Prevention. "We've had outbreaks from people eating different types of produce — like lettuce. We've seen outbreaks in settings like day care centers."

In short, E. coli O157 — which most scientists believe originally comes from cattle gut — appears to be able to find its way into the human body through a variety of avenues. The strain is called O157 to distinguish it from tens of thousands of bacterial cousins in the E. coli family.

"Theoretically, it could come from anywhere," said Bart Bartleson, a food safety expert with the state Department of Health. In 1993, it came from tainted hamburgers served by Jack in the Box restaurants, killing three people and sickening hundreds more in Western Washington.

Summons Kinnor, whose daughter Brienne suffered permanent damage from the 1993 outbreak, held a news conference before Wednesday's announcement, pinpointed tainted apple juice to warn that "this should not be happening again."

Kinnor, who won a \$15.7 million settlement against Jack in the Box, said the government has failed to take prudent measures to protect the public health and called on Congress to adopt a "zero tolerance" approach to E. coli poisoning.

But Dr. John Kobayashi, senior epidemiologist with the state Health Department, said that's not possible.

See E. COLI Page A12

E. coli: It takes quick work to curb outbreaks

From Page 1

"It's not going to be possible to eradicate the presence of E. coli O157," he said. The best that can be done today is to emphasize prevention and promote efforts to quickly identify and curb outbreaks.

By all accounts, the latter was accomplished this week — by the government — when local and state health officials identified Odwalla brand fruit juice as the likely culprit in a small but serious outbreak of E. coli O157. After state and local epidemiologists learned several children had developed a serious kidney disorder known as hemolytic uremic syndrome associated with E. coli O157 infection, they sent samples to the UW for genetic analysis and began intensive interviews with families of victims.

Dr. Mansour Samadpour of the UW School of Public Health performed genetic analysis to "fingerprint" the E. coli strains. His work allowed investigators to distinguish the outbreak strain from other E. coli

cases, which occur an average of five to 10 times a month in Washington.

Taking the genetically identical strains, epidemiologists with the Seattle-King County Department of Public Health and state health officials pored over their extensive interview results to find a common link.

Several of those made ill were vegetarians, so hamburger was ruled out. Milk soon followed. Eventually, as Seattle's chief epidemiologist, Dr. Russ Alexander said, "It just fell out" that it was Odwalla apple juice.

The same day they found the link — Wednesday — the company was notified and Odwalla brand fruit juices were pulled off store shelves in eight Western states and Canada. The public was notified of the danger at the same time. "I imagine they saved a few lives by nipping this thing in the bud," said the UW's Monday.

So far, health officials regard this as a relatively small outbreak. Last

night, 15 E. coli cases had been confirmed in the Puget Sound area, and at least eight potential cases were under investigation in Washington state, health officials said.

Of the confirmed Washington victims, 10 were known to have consumed Odwalla products containing apple juice between Oct. 11 and 21.

Health officials also were investigating reports in Colorado where four potentially linked cases were discovered following the Washington state alert. In California, parents of a 2-year-old girl hospitalized in critical condition said she drank the company's juice. And in British Columbia, officials suspect three cases of the disease are linked to the tainted juice.

Most of the victims have been children. One child remains hospitalized in Washington state.

Inspectors with the U.S. Food and Drug Administration are currently inspecting Odwalla's production plant

in an attempt to identify the production lot with the contaminated juice.

As of last night, no contamination had been found in any of the juices. Greg Steinhilber, founder and chairman of Odwalla, sits at company headquarters in Half Moon Bay, Calif.

"It is very tough, to be honest, to focus on health and nutrition all of your life and have this incident happen. We are very deeply affected by it," he said.

The company, founded about 15 years ago, bills itself as the nation's largest producer of blended fresh fruit and vegetable juices that are made without pasteurization, preservatives or concentrates. Company officials would not give production figures yesterday.

The source probably will be determined this week or next, FDA investigators said.

Odwalla stock fell by \$8.25 a share, more than a third of its value, to

close yesterday at \$12.125 on the Nasdaq stock market.

Products containing apple juice have been withdrawn from stores in Washington, California, Oregon, Colorado, New Mexico, Montana, Nevada, Texas and British Columbia.

Those products are Odwalla Apple Juice, Blackberry Fruit Shake, Mango Tango, Super Protein, Strawberry Banana Smoothie, Raspberry Smoothie, C-Monster, Strawberry C-Monster, Mr. Beta, Fuzina Vitals, Superfood, Serious Ginseng and Deep in Peach.

The vegetable products Carrot Juice, Organic Carrot Juice and Vegetable Cocktail were recalled voluntarily yesterday as an additional precaution because they are from the same production line as the apple juice products, company officials said.

Odwalla accepts only tree-picked apples, and the fruit is scrubbed extensively before processing, said Sydney Fisher, an Odwalla spokeswoman. All apples in the recalled products came from California.

■ This report includes information from The Associated Press.



City of Seattle King County
Norman R. Rice, Mayor Gary Locke, Executive

Seattle-King County Department of Public Health

Alonzo L. Plough, Ph.D., MPH, Director

November 1, 1996

Phillip Tarr, MD
Childrens Hospital and Medical Center
4800 Sand Point Way NE
Seattle, WA 98195

Dear Phil:

The current status of the investigation of the E.coli O157:H7 outbreak that has been linked to Odwalla apple juice products is as follows: We have 10 confirmed cases in King County and 5 elsewhere in Washington state. Eleven have been in children (age 2 - 11) and four in young adults. Five of the children have been hospitalized; two are one still hospitalized.

On the basis of the first 13 cases, 12 of whom consumed the implicated apple juice products, and all of whom shared the identical genetic strain of E. coli, the Seattle-King County Department of Public Health notified the Federal Drug Administration (FDA), the Washington State Health Department and the Odwalla Company who promptly withdrew the products from the market. Some further cases are anticipated before the effect of the public health action is realized. The FDA and the Centers for Disease Control and Prevention are engaged in studies to determine what went wrong in the manufacturing process.

Sincerely,

E. Russell Alexander, MD
Chief of Epidemiology

Office of Public Affairs
15-05 Parklawn
HFI-1

301-594-6004 or 301-443-3819 (fax)
301-443-1130 (phone)

TO:

Elizabeth Dwyer
202-456-7028

FROM:

JIM O'HARA

Number of pages (includes cover)

9

Message:

If this is not clear, please call and we will send
another fax. Thank you.

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

31-Oct-1996 11:46am

TO: (See Below)

FROM: Gordon P. Agress
 Office of Mgmt and Budget, HD

SUBJECT: JUICES PULLED OFF STORE SHELVES AFTER BACTERIAL OUTBREAK

Date: 10/31/96 Time: 11:37

FJuices Pulled Off Store Shelves After Bacterial Outbreak

SEATTLE (AP) A popular brand of fruit juices was pulled off store shelves in seven Western states and Canada after health officials linked the product to an outbreak of E. coli bacterial poisoning.

As of Wednesday, health officials in Washington state had confirmed 13 cases of E. coli infection and at least 10 of them involved Odwalla fruit juices. At least eight possible cases were also being investigated.

Most of the victims have been children. One boy remained hospitalized; the other victims were not seriously ill.

Health officials used dietary histories taken on the victims, coupled with genetic ``fingerprinting'' of the bacteria, to trace the outbreak to a batch of unpasteurized apple juice that Odwalla uses as an ingredient in many of its fresh mixed-fruit beverages.

``The public is admonished not to drink Odwalla fruit juice containing apple juice,'' Dr. Alonzo Plough, director of the Seattle-King County Department of Public Health, told a news conference.

Odwalla Inc., based in Half Moon Bay, Calif., on Wednesday issued a nationwide recall of all its products containing apple juice. Thirteen types of juice were being taken off the shelves, Odwalla said.

The stock of Odwalla plunged 29 percent on word of the recall Thursday morning, falling \$5.37 1/2 to \$13 a share on the Nasdaq Stock Market.

``Our first concern is for the health and safety of those affected,'' Stephen Williamson, Odwalla chief executive officer, said in a statement.

Company spokeswoman Sydney Fisher could not say what volume of juice was involved in the recall or how much it will cost the company.

Odwalla sells its products in select markets in Washington, California, Oregon, Colorado, New Mexico, Nevada, Texas and British Columbia. The company markets its drinks as natural.

Ten of the 13 confirmed victims drank Odwalla beverages

containing unpasteurized apple juice, Plough said. Nine of the 10 were children ages 10 and younger. All drank the juice between Oct. 11 and 21.

Plough and officials from the state Department of Health said they did not immediately know if the other three victims also drank Odwalla juice.

Officials were alerted to the E. coli outbreak when five infected children were admitted to the hospital.

E. coli killed three children and sickened hundreds in western Washington in early 1993. That outbreak was traced to contaminated and undercooked hamburgers served at Jack-in-the-Box restaurants.

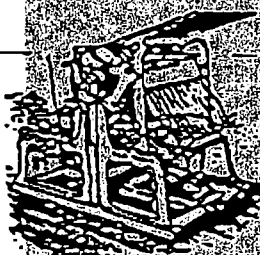
APNP-10-31-96 1138EST

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Food And Drug Administration Press Office

Daily Clipping Service



THURSDAY, OCTOBER 31, 1996

By TOM PAULSON

c.1996 Seattle Post-Intelligencer

Odwalla brand fruit juice was pulled from store shelves throughout the West Coast and parts of Canada Wednesday after Washington state public health officials identified it as the likely culprit in a regional E. coli outbreak.

"The public is admonished not to drink Odwalla fruit juice containing apple juice," said Dr. Alonzo Plough, director of the Seattle-King County Department of Public Health.

Ten of 13 confirmed cases of severe food poisoning in Western Washington were linked to the popular fruit drink Wednesday, Plough said.

A batch of unpasteurized apple juice, which Odwalla uses as a ingredient in many of its mixed-fruit beverages, appears to have been contaminated by the potentially deadly strain of bacteria known as E. coli O157:H7, health officials said.

USA TODAY THURSDAY, OCTOBER 31, 1996 3A

E. COLI TRACED: An outbreak of bacterial disease E. coli that has sickened at least 13 children and young adults in western Washington in the last two weeks has been traced to tainted juice, state officials said. Ten cases of the disease have been tied to juice from Odwalla Inc. and a recall of its fresh apple juice and products containing apple juice as an ingredient was announced. The products are sold in Washington, California, Oregon, Colorado, New Mexico, Nevada, Texas and British Columbia. Some children have required hospitalization and kidney dialysis.

. a0535 10-30 3:29p

E. Coli Sickens 13 in Washington; Hepatitis Shots Given in Oklahoma

Eds: LEADS with 6 grafs to UPDATE with confirmed cases now put at 13, at least seven thought to be related. Picks up 6th graf pvs, 'The strain...'.
1

SEATTLE (AP) - The same strain of E. coli bacteria that caused a deadly 1993 outbreak traced to Jack in the Box hamburgers has sickened at least 13 people in western Washington in the past week.

Meanwhile, 2,900 people received shots to ward off hepatitis A after eating at a Shoney's Restaurant in Oklahoma, where an assistant kitchen manager was infected with the virus.

Besides the 13 people in Washington whose infections were confirmed, four others were believed to have been infected by the bacteria. More than half of the 17 are children, who are particularly susceptible to E. coli.

Three of the patients developed serious liver ailments and a 2-year-old was on kidney dialysis at a Seattle hospital.

"It looks like this is not going to be a meat source," because a number of the patients eat little or no meat, Marcia Goldoft, an epidemiologist with the state Health Department, said Tuesday.

DNA tests have found that at least seven of the cases likely came from the same source, the department said. No single restaurant or store has been implicated.

The strain of E. coli, called E. coli 0157:H7, is the same one that killed three children and sickened hundreds in western Washington in 1993. That outbreak was traced to undercooked hamburgers served at Jack in the Box restaurants.

Symptoms include bloody or severe diarrhea and abdominal cramps. E. coli 0157:H7 can be transmitted by any kind of uncooked, contaminated foods, or by infected persons' feces.

In Oklahoma, 2,900 people who had eaten at a Shoney's in Tulsa earlier this month had been vaccinated against hepatitis A by Tuesday. Health officials expected to administer up to 5,000 more shots by Friday.

Health officials said people could have been exposed to hepatitis A if they ate at the restaurant from Oct. 11 to Oct. 21, when the infected employee was most likely to spread the virus to others.

19

10-31 3:30a

BC-ODWALA-JUICE-RECALL-UPDATE1-BLOOM
ODWALLA RECALLS APPLE JUICE AFTER E-COLI FOUND (UPDATE1)
(For use by New York Times News Service clients)
By Tom Cahill

c.1996 Bloomberg Business News

(Adds that the company also recalled beverage products containing apple juice, in second paragraph.)

Half Moon Bay, California, Oct. 30 (Bloomberg) -- Odwalla Inc. recalled apple juice across the country after "several" cases of E-Coli bacteria were reported in Washington state.

The juice company said it was notified today about the cases by Washington's Environmental Health Services department. The company didn't say how many people were ill or provide further details, except to say it had recalled all apple juice and all other... beverage products containing apple juice. Company officials didn't return telephone calls seeking comment.

The recall comes on the heels of at least 10 people becoming ill from E-Coli after drinking cider from a mill in Connecticut last week. Connecticut health officials suspected that apples that had already fallen to the ground and were used to make cider could have caused that outbreak.

The strain of E-Coli in both instances is the same strain that was blamed in the deaths of four children who ate hamburgers from Jack in the Box restaurants in 1993. An outbreak of E-coli in Japan this summer killed 11 people and inflicted thousands.

The Connecticut store that produces the cider in last week's outbreak used brushing and cleaning equipment recommended to eliminate the bacteria. It also used a preservative that is supposed to kill the bacteria.

Symptoms of E coli infection include diarrhea, abdominal cramps, blood in stool and low-grade fever. The symptoms develop two to eight days after exposure.

Odwalla said it is cooperating with the Food and Drug Administration and the Seattle/King County Department of Public Health.

Half Moon Bay, California-based Odwalla sells more than 30 juice blends and natural spring water.

The company released its news after the close of stock market trading. Its shares rose 3/8 to 18 3/8.

NYT-10-31-96 0116EST<

20

NYT A6641 ra tth-z OUTBREAK-ECOLI-SPTG

10-31 0:47a

BC-OUTBREAK-ECOLI-SPI

FRUIT JUICE PULLED AS LIKELY E. COLI CULPRIT

(For use by New York Times News Service clients.)

By TOM PAULSON

c.1996 Seattle Post-Intelligencer

Odwalla brand fruit juice was pulled from store shelves throughout the West Coast and parts of Canada Wednesday after Washington state public health officials identified it as the likely culprit in a regional E. coli outbreak.

"The public is admonished not to drink Odwalla fruit juice containing apple juice," said Dr. Alonzo Plough, director of the Seattle-King County Department of Public Health.

Ten of 13 confirmed cases of severe food poisoning in Western Washington were linked to the popular fruit drink Wednesday, Plough said.

A batch of unpasteurized apple juice, which Odwalla uses as a ingredient in many of its mixed fruit beverages, appears to have been contaminated by the potentially deadly strain of bacteria known as E. coli O157:H7, health officials said.

"Do not drink unpasteurized products," said Dr. Mimi Field, health officer with the Washington Department of Health.

Though this outbreak so far has appeared relatively small compared with the 1993 Washington state outbreak linked to Jack-in-the-Box hamburgers, in which three children died and hundreds were sickened, public health officials urged the California-based company to recall its widely distributed product until the exact source of the contamination had been identified.

Odwalla immediately announced a national product recall of all its products containing apple juice as an ingredient Wednesday.

"Our first concern is for the health and safety of those affected," Stephen Williamson, Odwalla chief executive officer, said in a statement. "We are working in full cooperation with the FDA and the Seattle-King County Department of Public Health."

Company spokesmen would not say what volume of juice the recall involved. The company sells juices in Washington, Oregon, California, Colorado, New Mexico, Nevada, Texas and British Columbia. It produces more than 30 mixed juice drinks made without concentrates, pasteurization or preservatives.

Wednesday afternoon, health officials from the state Department of Health and Seattle-King County said extensive dietary histories taken on the sick children combined with genetic "fingerprinting" of the bacteria allowed them to pinpoint Odwalla juice as the common link.

"This all just came together in 24 hours," said Carl Osaki, head of environmental health for the Seattle-King County Health Department.

The outbreak came to public notice earlier this week after health officials notified physicians in Washington state to be on the lookout for signs of the infection, such as severe cramps and bloody diarrhea. The alert was sent because of several children who were hospitalized for a serious kidney disorder, hemolytic uremic syndrome (HUS), associated with the infection.

Once state and local health officials were convinced Wednesday that they had identified the likely source, Odwalla was notified along with warnings sent out to health agencies in other states where the juice is distributed.

21

The U.S. Centers for Disease Control and Prevention in Atlanta was notified, as well, and investigators with the Food and Drug Administration were dispatched to Odwalla's main production facility near Fresno, Calif., to begin testing samples of production batches to try and identify the contaminated juice.

In addition to the 13 confirmed cases of E. coli, health officials said they had almost 10 more "presumptive" cases under review and had heard of a handful of other possible cases.

In Washington state, nine of the confirmed infections were in King County residents, including a child visiting from Chicago; three in Snohomish County; and one in Thurston County. Three children were hospitalized for HUS.

Michael Beverly, a 2½-year-old Issaquah, Wash., boy, was the only known victim of the infection who remained hospitalized Wednesday at Children's Hospital and Medical Center in Seattle. He suffered kidney failure and other problems as a result of infection by E. coli O157:H7.

"He seems to be doing better," said Terry Beverly, the boy's father. "He doesn't understand what he's going through ... It's pretty devastating."

The news left loyal Odwalla customers surprised and worried.

"It's funny," said Maurice Hampel. "I was going to buy stock in the (Odwalla) company."

27

Office of Public Affairs
15-05 Parklawn
HFI-1
301-594-6004 or 301-443-3819 (fax)
301-443-1130 (phone)

TO:

Elizabeth Dwyer

FROM:

JIM O'HARA

(202) 456-7028

Number of pages (includes cover) _____

Message: _____

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another fax. Thank you.

Seattle Post-Intelligencer

THE VOICE OF THE NORTHWEST SINCE 1863

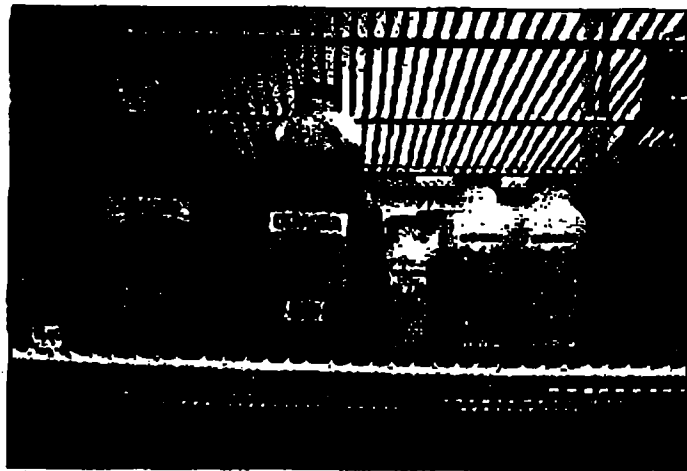
A MORNING NEWSPAPER

Thursday morning • October 31, 1996

Page 1

FDA

483



Odwalla juice is E. coli source

10 of 13 W. Washington poisoning cases linked to the d

By TIM HAINES
IN SEATTLE

Odwalla brand fruit
pulled from store shelves
the West Coast and parts
yesterday after Washington
health officials identify
source of a regional E. coli

"The public is advised
drink Odwalla fruit juice
apple juice," said Dr. Alan
director of the Seattle-King
Department of Public Health.

Ten of 13 confirmed
severe food poisoning in
Washington yesterday, it
for fruit drink yesterday, it
A of superior

R-95%

206 483 4998



Top: Samples of Odwalla apple juice line the refrigerator shelf at the W.A. Gluck State Public Health Lab.

Middle: Microbiologist Roslyn Hill holds up a dish with the E. coli bacteria. The public is warned not to drink unpasteurized products.

Above: Microbiologist Shelley Lockford measures apple juice to be tested for E. coli. Helping her in the lab is microbiologist Anne Bennett.

Juices can be a risk if they're not pasteurized

By SCOTT MAHER
FO REPORTER

Everyone knows an apple a day is supposed to keep the doctor away.

So why was fresh apple juice named yesterday as the No. 1 suspect for the current outbreak of E. coli illness in Western Washington?

The answer rests with the way the juice was prepared, health officials say.

As with most raw ciders, the suspect Odwalla fruit juice did not undergo pasteurization, a heating process that kills bacteria and other harmful organisms. Although the potentially deadly E. coli bacteria usually spreads through undercooked meat, it can be passed along through non-pasteurized fruit juice.

"Unpasteurized juice is somewhat of a risk," said Mark Ashworth, a spokesman for the state Department of Health.

Just two weeks ago, apple cider produced in Connecticut was linked to an outbreak of bacterial infections that sickened at least seven people in four Northeastern states.

The U.S. Department of Agriculture recommends heating raw cider to 160 degrees Fahrenheit. The cooperative extension office of Washington State University advises consumers not to drink it at all.

Many strains of Escherichia coli, better known by its abbreviated name, E. coli, live peacefully in the gut, helping keep the growth of more

2-WEEK LIFE SPAN

Odwalla juice is not boiled to extend shelf life. Page A7

juice, which Odwalla uses as ingredient in many of its mixed-fruit beverages, appears to have been contaminated by the potentially deadly strain of bacteria known as E. coli O157:H7, health officials said.

Dr. Mimi Fields of the Department of Health said people should not drink unpasteurized products and should carefully check the labels of all juices and milk products.

Odwalla is conducting a national recall of all its products containing apple juice.

Odwalla spokeswoman Sydney Fisher said the recall affects 13 juices: Apple Juice, Blackberry Fruit Shaker, Mango Tango, Super Protein, Strawberry-Banana Smoothie, Raspberry Smoothie, C-Monster, Strawberry C-Monster, Mio Beta, Fennel Viala, Superfood, Serious Glaring and Deep in Peach.

In Seattle, those and other juices had disappeared from many grocery store and beverage stand shelves by mid-afternoon.

"Our first concern is for the health and safety of those affected," Stephen Williamson, Odwalla chief executive officer, said in a statement. "We working in full cooperation with the FDA and the Seattle-King County Department of Public Health."

Company officials would not what volume of juice the recall involved. The company sells juices in Washington, Oregon, California, Colorado, New Mexico, Nevada, Texas, British Columbia. It produces more than 30 mixed-juice drinks without concentrates, pasteurization and preservatives.

See JUNE, Page A7

See B. COUL, Page A



FAX TRANSMISSION

U.S. Department of Health and Human Services
Office of the Secretary

Office of the Deputy Secretary
Office of the Chief of Staff
Office of the Deputy Chief of Staff

To: _____

Elizabeth Dye

Organization: _____

DPC

From: _____

Donahue

Date: _____

From: Mary Beth Donahue
Deputy Chief of Staff
Room 606 G HHH
200 Independence Ave. SW
Washington, DC 20212

Recipient's Fax Number: _____

7028

Number of pages including this sheet: _____

7

Remarks: _____

-2-

-- and the health departments of the states where the sites are located. The system is designed to track foodborne illnesses to their sources in order to learn how these pathogens are passed from food to humans. This information will then be rapidly provided to the public health agencies who are responsible for ensuring food safety.

This system is designed to help meet emerging challenges to the food supply such as the appearance of novel pathogens and the growing resistance of some established pathogens to standard treatments. The greater diversity of the American food supply, including the larger role that imported foods play in the American diet, require strengthened systems of coordination, surveillance, prevention, control, research and education.

The new national early warning system will help catch outbreaks earlier, preventing illnesses and possibly deaths. The 10 sentinel sites will also gather data that will advance scientific understanding of foodborne illness and further efforts to identify and prevent harmful contamination of the food supply.

To date the first five sentinel sites have gathered data on more than 2,570 reported cases of foodborne illness, including physical samples which have been sent to CDC for further analyses. This data is broadening the base of scientific knowledge on such infectious bacteria as Campylobacter, Salmonella, Shigella and E. coli.

"Americans expect, and deserve, the safest food possible," said HHS Secretary Donna Shalala. "These initiatives will go a

-3-

long way toward ensuring that we have the knowledge and tools to better protect the food supply as we enter the next century."

GLICKMAN QUOTE

In addition, the Clinton Administration also announced that it is directing the HHS and USDA to combine resources in a broad food safety initiative. Together these departments will assess the most likely present and future risks to food safety and will determine the best measures for helping to prevent their occurrence. Recommendations to the President will be made in 60 days on what additional measures can be taken to further improve the safety of the food supply.

These initiatives build upon a series of actions that have been taken over the past few years to introduce state-of-the-art, science-based approaches toward protecting the food supply.

These actions include:

- Updating the requirements for seafood, meat and poultry by incorporating food hazard prevention mechanisms -- bringing on line science-based approaches to preventing food contamination.
- Strengthening the Safe Drinking Water Act.
- Signing the Food Quality Protection Act which sets forth a new approach for streamlining the regulation of pesticides with an emphasis on public health protection for children.

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Food Safety DRAFT

10-29-96 FOULKE

11:30am

The President today announced the establishment of a new national early warning system designed to enhance the safety of the food supply by more quickly detecting and responding to outbreaks of foodborne disease. This system will use the latest science to identify and track harmful foodborne pathogens, and speed critical information about them to public health officials throughout the country, and provide information needed to prevent future outbreaks of illness.

Among the actions being taken to establish this system are :

- Adding five additional food safety surveillance sites for tracking foodborne illness, doubling the number of such sites that have been operating throughout the U.S. since July 1995.
- Creating new electronic and computer communication networks that will allow rapid dissemination of epidemiologic and laboratory data throughout the country -- among these sites, and to public health agencies.
- Introducing state-of-the-art laboratory capabilities like "DNA fingerprinting" to these sites so that type of disease and its source can be more readily identified.
- Increasing the number of "Disease Detectives" -- expert scientists who can investigate foodborne disease outbreaks and measures for combating them.

The surveillance system will use the resources of three federal agencies -- the Department of Health and Human Service's Food and Drug Administration (FDA) and Centers for Disease Control and Prevention (CDC), and U.S. Department of Agriculture

-MORE-

HHS NEWS

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

P96-17
FOR IMMEDIATE RELEASE
October 31, 1996

Food and Drug Administration
Arthur Whitmore (202) 205-4144
Lawrence Bachorik (301) 443-1130
Broadcast Contact: (301) 827-3434
Consumer Hotline: (800) 532-4440

E. Coli 0157: OUTBREAK
ASSOCIATED WITH ODWALLA BRAND APPLE JUICE PRODUCTS

Odwalla, Inc., in cooperation with the Food and Drug Administration (FDA), is announcing the voluntary recall of all Odwalla brand apple juice products, as well as all Odwalla brand blended juice products containing apple juice, because these products have been epidemiologically linked with an outbreak of Escherichia coli 0157:H7 illnesses.

To date, thirteen cases of E. Coli 0157:H7 illness have been confirmed by laboratory cultures of stool samples, and an epidemiological investigation conducted by the Seattle-King County Department of Public Health and the Washington State Department of Health has shown that at least ten of these 13 patients had consumed Odwalla brand apple juice in the Seattle, Wash., area. Onset of illness occurred between approximately October 15 and October 24, 1996.

Consumers are advised not to consume any Odwalla brand fruit juices that contain apple juice. Persons who have developed a diarrheal illness within two weeks after consuming an Odwalla product that contains apple juice may wish to consult their

-More-

ATTENTION TV BROADCASTERS: Please use open caption for the hearing impaired.

FDA ON THE INTERNET: <http://www.fda.gov/>

Page 2, E. Coli 0157:H7

physician. Consumers with questions about E. Coli 0157:H7 illness should contact their local or state department of health. Persons who consumed the apple juice but do not develop illness are not at risk for complications and do not need to seek medical care.

E. coli 0157:H7 causes a diarrheal illness, often with bloody stools. Most persons recover completely within a week. However, some develop a form of kidney failure called Hemolytic Uremic Syndrome (HUS).

Odwalla brand fruit juices are produced by Odwalla, Inc., Half Moon Bay, Calif. The firm is voluntarily recalling all of its products that contain apple juice and is cooperating fully with local, state, and Federal officials.

Odwalla is recalling its pure apple juice as well as 12 other juice products that, despite their names, also contain apple juice. The following products, all of which contain apple juice, are being recalled:

Apple Juice	Mo'Beta
Blackberry Fruitshake	Femme Vitale
Mango Tango	Strawberry C-Monster
Super Protein	Superfood
Strawberry Banana Smoothie	Serious Ginseng
Raspberry smoothie	Deep in Peach
C-Monster	

-More-

Page 3, E. coli 0157:H7

The following Odwalla products that do not contain apple juice are not affected by this recall:

Water	Lemonade
Orange Juice	Strawberry Lemonade
Grapefruit Juice	Lemon Juice
Carrot	Lime Juice
Organic Carrot	Menage A Tropique
All Vegetable Cocktail	C-Monster Light

Odwalla's apple juice products have been distributed in seven states -- California, Colorado, Nevada, New Mexico, Oregon, Texas and Washington -- as well as British Columbia, Canada.

The current investigation of cases of E. coli 0157:H7 associated with Odwalla brand apple juice products is continuing, to determine definitively how this outbreak occurred.

###

Office of Public Affairs
15-05 Parklawn
HFI-1
301-594-6004 or 301-443-3819 (fax)
301-443-1130 (phone)

TO:

Elizabeth Dwyer

FROM:

JIM O'HARA

(202) 456-7028

Number of pages (includes cover) _____

Message: _____

If this is not clear, please call and we will send
another fax. Thank you.

outbreak strikes 11 in region

Severity of 3 illnesses
puts doctors on alert

By TOM BAULSON
IN REPORTER

Eleven people in the Puget Sound region have been sickened by potentially deadly E. coli bacteria in the past week, and two of them remain hospitalized in King County.

Public health officials said the number of cases qualifies as a minor outbreak. But the severity of illness among three children has prompted a warning to doctors to be alert for other cases of the potentially serious infection.

"It's more than we would expect in a one-week period, but I don't think there's any cause for public alarm," said Dr. John Kobayashi, senior epidemiologist with the state Department of Health.

The bacteria sickening people now is E. coli O157:H7, the same bug that killed three and sickened hundreds who ate contaminated hamburger meat in 1993.

In the latest outbreak, Kobayashi said seven children in King County have been diagnosed with the bacterial infection in the past week. Another three have been sickened in Snohomish County, and one person because ill in Thurston County. Ten of the 11 victims are children.

The two children who remain hospitalized are 2-year-olds who suffered kidney failure — a boy from Issaquah who remains on dialysis and a girl from Bothell who is recovering.

So far, public health officials have found no common link among those sickened, or discovered a source for the contamination.

There have been at least a dozen such relatively small outbreaks in Washington state since the major outbreak here, Kobayashi said, and new cases of E. coli O157:H7 have been occurring at an average annual rate of about 300 per year. So far this year, the total number of cases appears to be less than average.

What caught the attention of public health officials with this outbreak was the number of patients who developed severe kidney disease. "That's what was unusual," said Dr. Russell Alexander, chief epidemiologist for the Seattle-King County Department of Public Health.

Three children, one of whom has been released, were hospitalized for a potentially lethal kidney disorder sometimes caused by the infection known as hemolytic uremic syndrome.

"That indicates there are more cases out there," said Linda Waring, a spokeswoman for the state Department of Health.

The most important symptom of possible infection by E. coli O157:H7 is bloody or

Seattle Post-Intelligencer • Tuesday, October 29, 1996

SEATTLE & THE NORTHWEST

E. coli: Uncooked meat not only danger

From Page B1

physicians, they said.

E. coli O157:H7 is a strain of a common form of bacteria that is typically benign. While the severe form has been most closely associated with contaminated meat, public health officials warn that it can be transmitted by any kind of uncooked, contaminated foods, or by infected persons.

Salads, raw milk and cider, salami and other foods have been linked to such out-

breaks.

To protect against the bacterial infection health officials say people should thoroughly cook all meat and always wash food before preparation. Food preparers should always wash their hands with soap before working with food and after going to the bathroom or handling baby diapers.

Also, cutting boards used for cutting meat should be thoroughly washed before cutting vegetables or other foods that may not be cooked.

(Page 3)

California juice company gains market using 'eco-friendly' label

THE ASSOCIATED PRESS

Odwalla Inc., a company founded by two musicians that strives to portray itself as eco-friendly, has grown rapidly in recent years to gain a strong foothold in the fresh juice market.

Based in Half Moon Bay, Calif., the company says it is the leading branded fresh juice and beverage company in the country. It sells its products in select markets in Washington, California, Oregon, Colorado, New Mexico, Nevada, Texas and British Columbia. It produces more than 20 juice blends and natural spring water that are made without concentrates, pasteurization or preservatives.

The drinks are especially popular with college students and young adults, due in no small part to the company's efforts to show itself as

pure, natural and a friend to the planet.

The company says its vision is to be an organization that operates "people to planet" with fresh juices that nourish "the body whole."

"Our culture is our message," Stephen Williamson, co-chief executive officer, said in an interview last year.

Odwalla's juice comes with no preservatives and is not boiled to extend shelf life. That means workers, known as "juiceheads," have about two weeks to process, ship and sell the highly perishable product before it expires.

Odwalla was founded in 1980 by Greg Stakenpohl and Gerry Percy, two childhood friends who started in a backyard shed with a \$200 juicing machine and several boxes of oranges. The pair were musicians in Santa Cruz, Calif., and used whatever money

they made to fund jazz programs.

The name Odwalla comes from a song in which an Indian chief leads the "lost people of the sun" out of the "gray haze."

The company struggled in the early 1990s because of a series of poor management decisions, a cash crisis and acts of nature such as a crop freeze in California.

But it began turning around in 1993 when it opened a 65,000-square-foot manufacturing facility in Dunsmuir, Calif., solving a major production bottleneck.

In its fourth-quarter earnings statement released last week, Odwalla said sales for the quarter were \$18.7 million, up 46 percent over the \$11.5 million in sales during the same period a year earlier.

Odwalla's stock closed yesterday at \$18.975 a share, up .375 cents, on the Nasdaq stock exchange.

E. coli: Interviews find Odwalla link

From Page 1

Yesterday afternoon, health officials from the state Department of Health and Seattle-King County said extensive dietary histories taken on sick children, combined with genetic "fingerprinting" of the bacteria, allowed them to pinpoint Odwalla juice as the common link.

"This all just came together in 24 hours," said Carl Oseki, head of environmental health for the Seattle-King County Health Department.

The outbreak came to public notice earlier this week after health officials notified physicians in Washington state to be on the lookout for signs of the infection, including severe cramps and bloody diarrhea.

The alert was sent out because several children were hospitalized for a serious kidney disorder, hemolytic uremic syndrome, associated with the infection. A total of five children were admitted to hospitals between Oct. 19 and Oct. 24.

The bacteria, E. coli O157:H7, is the same bug that killed three children and sickened hundreds in Western Washington in early 1993. That outbreak was traced to contaminated and undercooked hamburgers served at Jack in the Box restaurants.

Once state and local health officials were convinced yesterday that they had identified the E. coli

What to do	
If you have Odwalla products, return them to the store where you bought them.	consuming Odwalla juices, don't worry about it.
If you feel sick after consuming Odwalla juices, consult your doctor. Symptoms appear within one to 10 days, but usually in two to four days and include stomach cramps and severe diarrhea, which is often bloody.	If you have more questions, call the Seattle-King County Department of Public Health hot line at 296-4848. Select option three for information on the Odwalla recall and E. coli O157:H7 food poisoning.
If you don't feel sick after	Report all cases to the Health Department by calling 296-4774.

hospitalized yesterday, at Children's Hospital and Medical Center in Seattle. He suffered kidney failure and other problems as a result of infection by E. coli O157:H7.

"He seems to be doing better," said Terry Beverly, the boy's father. "He doesn't understand what he's going through. . . . It's pretty devastating."

Taylor Shaffer, also 2½ years old, was discharged yesterday from Children's after struggling with the infection.

"I didn't know you could get it from products other than meat," said her father, Randy Shaffer of Bothell. "She only had Odwalla that one time. . . . I think it was what they call their natural apple juice."

His daughter is doing better

Island, said he worried about something like this because Odwalla depends on fresh, perishable products. He drinks the Odwalla products two or three times a week.

"I feel real lucky. I'm surprised," he said.

Flough and other health officials emphasized that the concern about E. coli risk from unpasteurized apple juice does not translate into a concern for fresh apples — those picked from the tree.

Washington state sends fresh apples to Odwalla for processing into juice.

"This is not in any way linked to fresh apples," Flough said. He and other health officials said investigators will try to trace the contamination in the which he said

dispatched to Odwalla's main production facility near Fresno, Calif., to test samples of production batches to identify the contaminated juice.

In addition to the 13 confirmed cases of E. coli, health officials said they had nearly 10 more presumptive cases under review and had heard of some other possible cases, including a severely ill person with hemolytic uramic syndrome in Colorado.

In Washington state, nine of the confirmed infections were in King County, including a child visiting from Chicago. Three were in Snohomish County, and one was in Thurston County. Three children were hospitalized for hemolytic uramic syndrome.

In Oregon, the state Health Department was reviewing that state's four E. coli cases from the month of October to see if any of the patients drank apple juice, department spokesman Paul Cieciak said.

Michael Beverly, a 3 1/2-year-old Iraqi boy, is the only known victim of the infection who remained

At the Queen Thriftway, employees who heard broadcast reports called the store from home, said Mike Pedersen, assistant store director. He said store employees removed 12 different juice products at 2:30 p.m.

The Safeway on the top of Queen Anne Hill removed all Odwalla products after being alerted by the supermarket chain, employees said.

Larry's Market on lower Queen Anne rid its shelves of Odwalla drinks containing apple juice before 4:30 p.m.

"We did it as soon as we found out," said Robby Osterm, an assistant manager. "It's a very big seller."

Checks at several Starbucks also showed that Odwalla products had disappeared from refrigerated cases.

The news left loyal Odwalla customers surprised and worried.

"It's funny," said Maurice Hampel outside the Starbucks in Pioneer Square. "I was going to buy stock in the (Odwalla) company."

But Hampel, who lives on Vashon

a mill that apples collected off the ground.

In the past five years, the number of annual E. coli cases in Washington state has ranged from a low of 140 in 1986 to 741 in 1993, said Linda Waring, state Department of Health spokeswoman. This year had been lower than average, with 98 cases reported before this outbreak.

Health officials said good personal hygiene and careful dietary practices can do much to prevent the infection.

All meat should be thoroughly cooked, especially hamburgers. Health officials recommend cooking ground beef to an internal temperature of 160 degrees or until the center is light gray or brown, without any pink.

Scrub utensils, cutting boards and hands with hot, soapy water after they're exposed to raw meat and before they touch other food.

Wash hands thoroughly and frequently while cooking and after using the bathroom or changing an infant's diaper.

Juice: Same strain of E. coli as in meat

From Page 1

harmful micro-organisms to check. But a virulent strain, E. coli O157:H7, can cause severe abdominal cramping and bloody diarrhea.

The bacteria is the same bug that killed three children and sickened hundreds in Western Washington in early 1993. That outbreak was traced to undercooked hamburgers served at Jack in the Box restaurants.

Since then, there have been nearly 50 outbreaks in the United States.

In the Pacific Northwest, E. coli O157:H7 is thought to be second only to salmonella as a cause of bacterial diarrhea.

Modern food production, in which poor food preparation results in widespread exposure, has contributed to the epidemics, scientists say.

The deadly strain of E. coli wasn't isolated until 1975 and wasn't identified as a health risk to humans until 14 years ago. In 1993, fruit juice was documented as a potential breeding ground for the bacteria in a report published in the Journal of the American Medical Association.

The risk of exposure from juice is less than from undercooked meat because contamination is secondhand, while livestock are carriers, Ashworth said. But the threat remains. "Be aware that there is a risk," he said.

Apple cider is commonly made with apples that have fallen from trees to the ground, and are not considered worthy of retail sale. While on the ground, they can become contaminated with waste from grazing cattle or pasture runoff.

Pasteurization, in which a product is briefly heated then rapidly cooled, virtually eliminates E. coli contamination. But most cider is sold unpasteurized to its users and sometimes frozen.

■ Wash all fruits and vegetables before eating. Scrub melons under running water before cutting into them.

■ Drink only pasteurized milk.

■ Cook meat at 160 degrees Fahrenheit or until all pink is gone. When eating out, check hamburgers

- no pink or juices in the center should appear. Return undercooked food.

■ Refrigerate or freeze all meat products immediately.

■ Wash hands in hot, soapy water after using the toilet or changing diapers and before preparing food.

From Search P1 10/30/96

Families' trag

◆ **AS A NEW OUTBREAK** of *E. coli* illness captures attention, the federal government is instituting tighter regulations for meat processors. The new rules were developed, in part, because of the activism of Northwest families whose lives were changed by the illness in 1993.

By ROBERT T. MILEON
Seattle Times Washington Bureau

WASHINGTON — It's been nearly four years since an outbreak of *E. coli* illness in the Pacific Northwest took the lives of three Washington state children and spurred the Clinton administration to begin reforming the U.S. Agriculture Department's meat-inspection program.

What's happened since then shows how hard it is to change a big federal bureaucracy — especially one largely underwritten by the farmers, cattlemen, meat packers and food processors it purports to regulate.

But it also demonstrates that change is possible — and that concerned people can help make it happen, as parents of young *E. coli* victims are credited with doing in this case.

Outwardly, little has changed in many meat-packing plants. Though their numbers have increased, federal inspectors still visually inspect carcasses, using a knife to cut out contaminants much as their predecessors did decades ago. Procedures to detect *E. coli* bacteria are not yet in place. And the Department of Agriculture still doesn't know where or how the bacteria entered hamburgers sold at Jack In The Box restaurants four years ago.

Yet behind the scenes, the Food Safety and Inspection Service

(FSIS) is a different agency from the one the Clinton administration promised to reform shortly after the 1993 epidemic.

• The USDA has finally approved new cleansing procedures developed by the meat industry.

• Over stiff opposition from the meat and processed-foods industries, safe-cooking labels are now required on packages of meat and poultry.

• A scientific approach to minimizing the risk of pathogens such as salmonella is about to be installed in slaughterhouses.

• Perhaps most significantly, the USDA has broadened the definition of the word "adulterated" to include meat contaminated by pathogens.

"It has changed beyond my wildest hopes," says Carol Tucker Foreman, a former assistant agriculture secretary who is one of the beef industry's most outspoken critics.

"For years, since 1974, the USDA had taken the position that microbial contamination of raw meat and poultry was a natural occurrence and did not constitute adulteration," says Foreman, founder of the Safe Food Coalition. "Now, for the first time, the Department of Agriculture has acknowledged that such contamination of meat and poultry is unacceptable. That is an enormous change. It's like docking the Earth is not flat."

The food industry, too, has changed. San Diego-based Food-maker Inc., parent of Jack In The Box, now leads the industry in requiring that the meat it processes be tested repeatedly for pathogens. The company has discovered that the stricter standards have resulted in a longer shelf life for uncooked hamburgers.

And when House Republican seal for deregulation threatened to derail inspection reforms, the president of the nation's largest processing company, Iowa Beef Packers Inc.,

11 *E. coli* cases reported; he

E. coli

drawn have been on kidney dialysis, including one 2-year-old

Tragedy sparked reform

weighed in on the side of consumers, telling GOP lawmakers they were easy to block a new set of rules governing how meat would be inspected.

The changes occurred not because Washington state's congressional delegation championed the victims' cause, but because the victims' families learned about food safety themselves and fought for reform.

"I've been here 35 years and not many times have I seen the victims get together and work so cooperatively," says Foreman. "These people, who had every reason to want to put this tragedy behind them, instead got educated and stayed involved."

One of those people was Kathi Allen, aunt of a Bellevue boy made ill by the E. coli pathogen. Allen, who helped organize the group STOP (Safe Tables Our Priority), says she's watched the Food Safety and Inspection Service evolve from an agency most concerned about the health of farm animals to one that puts people first.

"Jack In The Box was the 22nd outbreak of E. coli," said Allen. "When we began, we were dealing with meat men who had already accepted the fact a certain number of people were going to die each year and that it was the consumer's fault."

It took a while, but those "meat men" eventually were forced out of the Agriculture Department. The new head of the safety and inspection service, Michael Taylor, came from the Food and Drug Administration.

Taylor took over as administrator of FSIS in the spring of 1994. In one of his first public statements, he said: "It is not my job to promote meat and poultry products. It's to set the best (inspection) system I can. We have preventable food-borne illness going on out there, and

we have the methods to prevent it. It's time to do that. ..."

Taylor, who plans to leave the agency at the end of the year to resume his law practice, is credited with having followed through on that statement. Though he failed to move meat and poultry inspection to the FDA, he succeeded in putting a public-health emphasis on the job his agency does.

"Public health was never the guiding principal until he came," said Foreman.

That Taylor ever arrived on the scene appears to be the result of the timing of the Northwest tragedy. Six years earlier, in 1987, five children had died and over 80 had become ill in two E. coli poisoning incidents in Utah and Minnesota. Foreman says that trying to get the Reagan administration to test for the pathogen and put more emphasis on public health was like talking to a "blank wall."

The outbreak in Washington state offered another opportunity for reform.

Coming just days after his inauguration, the poisoning incident gave President Clinton his first opportunity to show the caring side of his administration. Then Agriculture Secretary Milan Komar traveled to Washington state and attended hearings in Washington, D.C., promising reforms that scared the cattle industry and food processors.

"It's impossible to overstate the importance of the outbreak in the West; the size of it and coming when it did," says Foreman. "A brand new president, who wanted to show it wasn't business as usual, told his secretary of agriculture to go out and do something about it. It was the perfect message for an activist government. You've got babies dying, and you send the boss to go out and do something about it."

Presidents and members of Congress routinely get excited about an issue and hold hearings in an at-

tempt to decide what to do. That, usually, little happens.

In this case concern went deeper, and Foreman credits the victims' families, who learned about the meat and poultry industries and based their demands for reform on scientific evidence.

How lasting the reforms will be is open to debate. Foreman thinks it will take another two years before the culture has changed sufficiently at the Food Safety and Inspection Service to ensure they will remain.

Red Leonard, a former USDA assistant secretary who now heads the Community Nutrition Institute, has a more bleak view. He views required new inspection systems as an attempt by the meat industry to move federal inspectors off the production line and eventually out of processing plants altogether.

"The problem is," he said, "the federal government has been trying for 25 years to revise and change the program, essentially to cut the cost of the program and to change the way in which the federal government regulates food safety."

During that time, says Leonard, food-poisoning deaths annually have risen from about 6 per 100,000 people to 27 per 100,000.

The meat industry seems both resigned to the changes and satisfied that it can live with them.

Gary Weber, executive director for regulatory affairs for the National Cattlemen's Beef Association, thinks the reforms taking place now would eventually have occurred, even without the Northwest epidemic and the consumer movement that followed. What they did, he says, was speed up the inevitable.

"We'd been on this path for 10 years," he says. "They pushed us down the last few steps far quicker. Certainly their energy helped us get where we are today. Their loss will protect someone else. That's genuine."

Health officials not sure what they're facing

have found.

The Ruston-Kline County Health

cattle and infect humans through fecal contamination of beef, dairy

dercooked hamburgers sold at the Jack In The Box restaurant chain.

HHS NEWS

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

P96-17
FOR IMMEDIATE RELEASE
October 31, 1996

Food and Drug Administration
Arthur Whitmore (202) 205-4144
Lawrence Bacherik (301) 443-1130
Broadcast Contact: (301) 827-3434
Consumer Hotline: (800) 532-4440

E. Coli 0157:H7 OUTBREAK ASSOCIATED WITH ODWALLA BRAND APPLE JUICE PRODUCTS

Odwalla, Inc., in cooperation with the Food and Drug Administration (FDA), is announcing the voluntary recall of all Odwalla brand apple juice products, as well as all Odwalla brand blended juice products containing apple juice, because these products have been epidemiologically linked with an outbreak of Escherichia coli 0157:H7 illnesses.

To date, thirteen cases of E. Coli 0157:H7 illness have been confirmed by laboratory cultures of stool samples, and an epidemiological investigation conducted by the Seattle-King County Department of Public Health and the Washington State Department of Health has shown that at least ten of these 13 patients had consumed Odwalla brand apple juice in the Seattle, Wash., area. Onset of illness occurred between approximately October 15 and October 24, 1996.

Consumers are advised not to consume any Odwalla brand fruit juices that contain apple juice. Persons who have developed a diarrheal illness within two weeks after consuming an Odwalla product that contains apple juice may wish to consult their

-More-

ATTENTION TV BROADCASTERS: Please use open caption for the hearing impaired.

FDA ON THE INTERNET: <http://www.fda.gov/>

Page 2, E. Coli 0157:H7

physician. Consumers with questions about E. Coli 0157:H7 illness should contact their local or state department of health. Persons who consumed the apple juice but do not develop illness are not at risk for complications and do not need to seek medical care.

E. coli 0157:H7 causes a diarrheal illness, often with bloody stools. Most persons recover completely within a week. However, some develop a form of kidney failure called Hemolytic Uremic Syndrome (HUS).

Odwalla brand fruit juices are produced by Odwalla, Inc., Half Moon Bay, Calif. The firm is voluntarily recalling all of its products that contain apple juice and is cooperating fully with local, state, and Federal officials.

Odwalla is recalling its pure apple juice as well as 12 other juice products that, despite their names, also contain apple juice. The following products, all of which contain apple juice, are being recalled:

Apple Juice
Blackberry Fruitshake
Mango Tango
Super Protein
Strawberry Banana Smoothie
Raspberry smoothie
C-Monster

Mo'Beta
Femme Vitale
Strawberry C-Monster
Superfood
Serious Ginseng
Deep in Peach

-More-

Page 3, E. coli 0157:H7

The following Odwalla products that do not contain apple juice are not affected by this recall:

Water
Orange Juice
Grapefruit Juice
Carrot
Organic Carrot
All Vegetable Cocktail

Lemonade
Strawberry Lemonade
Lemon Juice
Lime Juice
Menage A Tropicque
C-Monster Light

Odwalla's apple juice products have been distributed in seven states -- California, Colorado, Nevada, New Mexico, Oregon, Texas and Washington -- as well as British Columbia, Canada.

The current investigation of cases of E. coli 0157:H7 associated with Odwalla brand apple juice products is continuing, to determine definitively how this outbreak occurred.

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Fruit Juice-E COLI, 2nd Ld-Writethru 0616
Juices Pulled Off Store Shelves After Bacterial Outbreak

many of the juices do not have apple in their name; Picks up 10th graf pvs, 'Odwalla sells...'. ADDS 2 grafs on end with complete list of affected flavors, detail on ones that are not affected; also moved on general news wire.

AP Photo SE101

By AUDRA ANG=

Associated Press Writer=

SEATTLE (AP) A popular brand of fruit juices was pulled off store shelves in seven Western states and Canada after health officials linked the product to an outbreak of E. COLI bacterial poisoning.

As of Wednesday, health officials in Washington state had confirmed 13 cases of E. COLI infection and at least 10 of them involved Odwalla fruit juices. At least eight possible cases were also being investigated.

Most of the victims have been children. One boy remained hospitalized; the other victims were not seriously ill.

Health officials used dietary histories taken on the victims, coupled with genetic "fingerprinting" of the bacteria, to trace the outbreak to a batch of unpasteurized apple juice that Odwalla uses as an ingredient in many of its fresh mixed-fruit beverages.

"The public is admonished not to drink Odwalla fruit juice containing apple juice," Dr. Alonzo Plough, director of the Seattle-King County Department of Public Health, told a news conference.

Odwalla Inc., based in Half Moon Bay, Calif., on Wednesday issued a nationwide recall of all its products containing apple juice.

Thirteen types of juice were being taken off the shelves, Odwalla said. While they all contain some apple juice, most of them, like Blackberry Fruitshake and Mango Tango, do not have "apple" in their names.

The stock of Odwalla plunged 29 percent on word of the recall Thursday morning, falling \$5.37 1/2 to \$13 a share on the Nasdaq Stock Market.

"Our first concern is for the health and safety of those affected," Stephen Williamson, Odwalla chief executive officer, said in a statement.

Company spokeswoman Sydney Fisher could not say what volume of juice was involved in the recall or how much it will cost the company.

The stock of Odwalla plunged 29 percent this morning on word of the recall, falling \$5.37 1/2 to \$13 a share on the Nasdaq Stock Market.

Odwalla sells its products in select markets in Washington, California, Oregon, Colorado, New Mexico, Nevada, Texas and British Columbia. The company markets its drinks as natural.

Ten of the 13 confirmed victims drank Odwalla beverages containing unpasteurized apple juice, Plough said. Nine of the 10 were children ages 10 and younger. All drank the juice between Oct. 11 and 21.

Plough and officials from the state Department of Health said they did not immediately know if the other three victims also drank Odwalla juice.

Officials were alerted to the E. coli outbreak when five infected children were admitted to the hospital.

E. coli killed three children and sickened hundreds in western Washington in early 1993. That outbreak was traced to contaminated and undercooked hamburgers served at Jack-in-the-Box restaurants.

The potentially tainted Odwalla flavors are: Apple Juice, Blackberry Fruitshake, Mango Tango, Super Protein, Strawberry Banana Smoothie, Raspberry Smoothie, C-Monster, Mo'Beta, Femme Vitale, Strawberry C-Monster, Superfood, Serious Ginseng and Deep in Peach.

Odwalla sells 12 other products, from strawberry lemonade to a vegetable cocktail, that do not contain apple juice and are not affected by the recall.

APWR-10-31-96 1347EST

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Received by NewsEDGE/LAN: 10/31/96 2:52 PM

A FOOD INFECTION ALARMS JAPANESE

Thousands Fall Ill and 7 Die—
Premier Promises Action

By ANDREW POLLACK **A1**

SAKAI, Japan, July 24 — As scientists struggled to find the source of an outbreak of a deadly strain of bacteria that has caused food poisoning in 8,000 Japanese and killed seven of them, Prime Minister Ryutaro Hashimoto called an emergency Cabinet meeting today and pledged that the Government would take measures to combat the situation, which he called "a national problem that has deeply entered into the Japanese people's life."

Japan is in the midst of what experts say is one of the worst outbreaks of food poisoning in recent history. In this city of 800,000 near Osaka, one out of eight elementary school children have been stricken with a particularly virulent bacterium that causes severe diarrhea, cramps, and, in worst cases, kidney failure and death. More than 500 are hospitalized.

The outbreak is raising concern among health officials not only here but in the United States and at the United Nations' World Health Organization that the incidence of infection by the deadly bacterium, known as E. coli O-157:H7, could be on the rise throughout the world.

"Since 1982, incidents are increas-

Continued From Page A1

ing year by year in the United States and Europe and probably in Japan too," said Takeshi Honda, a professor at the Research Institute for Microbial Diseases at Osaka University.

The spreading illness — the source of the contamination is still not known — has shocked this deeply cleanliness-conscious nation, where people with colds wear surgical masks to avoid infecting others and where taking a bath is ritual. And in a nation where raw meat, and especially raw fish, are integral components of the diet, people are shunning any uncooked foods.

"I heat everything, even salad," said Hatsue Shiraishi, a mother of two elementary school students here.

While the number of new cases of infection appears to be rising more slowly than during the peak two weekends ago, Mr. Hashimoto warned that the worst could come in August, "when food poisoning reaches its traditional peak."

The number of serious cases, involving possible kidney failure, has risen to about 100. On Tuesday, a 10-year-old girl became the first person in Sakai to die from the food poisoning. The girl had not even been considered to be in critical condition before she suddenly started bleeding from her lungs and died. That has renewed anxiety among parents who had thought their children were getting better.

In another dispiriting development, Sakai officials said today that they could not find traces of the

bacteria in any of the foods served in school lunches in the three days before the peak of the outbreak.

Contamination of school lunches, which are distributed from a central source, is considered the most likely reason so many children in different schools got sick at once. But if the particular food that caused the infection cannot be found, it may be more difficult to prevent future outbreaks.

The O157:H7 bacterium is well known to researchers, having first been identified as a cause of illness in the United States in 1982. The United States has had the most outbreaks of illness caused by the bacteria. The worst was in 1993, when 4 children died and about 700 were sickened in the Pacific Northwest, many after eating undercooked hamburger at Jack in the Box restaurants.

The Centers for Disease Control have estimated that as many as 20,000 Americans are infected by E. coli bacteria each year and up to 250 die. Despite its taste for raw meat, Japan has had only about 100 cases of infection a year until now, according to Toshio Shimada, chief of a laboratory dealing with intestinal infections at Japan's National Institute of Health. He said he did not know why there has been such a big increase this year.

The bacteria live in the intestines of animals and humans and can contaminate meat. But there have also been infections caused by tainted water and other foods.

The infection can also be passed from one person to another through fecal contamination, so secondary infections are now becoming a problem here. Kazuo and Mieko Imagawa are maintaining a 24-hour vigil at the bedside of their one-and-a-half year old son, Akiyoshi, who has been hospitalized since Sunday. Their daughter Kokoro, a first-grader in Sakai, got diarrhea a week ago and is better now, but has probably passed the infection to her baby brother.

In Sakai, criticism is mounting that the city government, and to some extent the national government, did not act aggressively enough to stem the crisis. The charges echo those made after last year's earthquake in nearby Kobe.

"They didn't act at all," said Shizuko Fukuda, whose was waiting at the city's main hospital for a blood test for her seven-year-old son, Hirouyuki.

When Osaka regional officials, acting on the basis of outbreaks in other

THE NEW YORK TIMES

THURSDAY, JULY 25, 1996

parts of Japan, requested schools last month to eliminate unheated items from their lunch menus, Sakai failed to act because the July menu had already been set.

Mayor Hideo Hataya conceded the city might have lacked some sense of urgency at first. "There are many reasons this became such a big disaster," he said at a news conference today. "That's one of them."

Now, countermeasures are becoming more aggressive. Sakai has started offering people free testing for the infection, and 2,900 people responded today alone.

Japan is also likely to consider improving its meat inspection system, which now relies on visual surveys at slaughterhouses by local government officials.

The outbreak has taken a toll on daily life in this industrial and trading city. Swimming pools, a possible source of transmission, have been closed. Numerous athletic meets and camping trips during this summer vacation have been canceled. So has the city's summer festival. Parents are keeping their children inside.

"We left for economic reasons as well as the degradation of the city," said John Martin, chief financial officer of the Washington Consulting Group, a government contracting firm with 75 employees that left the District last year after 25 years. The company moved just across the city line to the suburb of Bethesda, Md., where Mr. Martin said the firm pays \$12 a square foot for office space, compared with \$30 a square foot in Washington, and where the office is closer for its employees who also chose to live in the Maryland suburbs rather than the city.

He said the state of Maryland also provided economic incentives, like moving and employee-training costs, benefits Washington was in no position to match.

As the District's economy flagged, evidence emerged that Mr. Barry was beginning his own downward spiral of drug use, alcohol abuse and late-night adventures that ultimately led to his 1990 arrest for smoking crack cocaine. Caught on videotape in a sting operation in a downtown hotel room, his instant response that he was "set up" became a national joke; his conviction and imprisonment became a symbol of corrupt government and an eroding national capital.

But even before his arrest, Mr. Barry's behavior had lost the city critical support on Capitol Hill. As Dwight Cropp, a senior aide to Mr. Barry in the 1980's, said, a common attitude among Federal lawmakers was: "As long as Marion Barry was Mayor of the District of Columbia, the Congress was not going to do anything to assist us."

In November 1990, Mrs. Kelly, a former corporate executive, won election as Mayor with 85 percent of the vote. She vowed to clean out City Hall, not with a broom but with a shovel.

Lost Opportunities

A Bad Situation Gets Even Worse

Before he left office in 1990 after his arrest and conviction, Mr. Barry brought together a diverse group of business, civic, academic and union leaders to study the problems of the city and recommend solutions. The \$2 million project resulted in an extensive report that warned city leaders to cut spending and increase revenues, or face dire consequences.

While the Kelly administration adopted many of the recommendations, many others were unfulfilled.

"This was a big opportunity missed," said Alice M. Rivlin, the vice chairwoman of the Federal Reserve, who headed the group. "When Sharon Pratt Kelly came in, she had the window of opportunity and the enormous good will of Congress. There was momentum for D.C. to face up to its problems, reduce the city payroll, restructure the government and come up with long-term solutions."

"Once that opportunity was missed," Ms. Rivlin added, "things went from bad to worse."

Mrs. Kelly declined to be interviewed for this article. But Robert Mallett, her former city administrator, said: "I think many who found her a disappointment may have felt better about her had she had stronger political skills. But nobody could say she didn't tackle every major problem faced by the city."

When Mrs. Kelly took office after her election in 1990, Washington was \$331 million in debt, the legacy of falling revenues in a bad economy. But unlike Mr. Barry, Mrs. Kelly was embraced by Congress and the financial markets. Wall Street firms raised \$336 million for the city. Congress increased its annual payment by \$200 million a year to \$660 million, and provided a one-time \$100 million "emergency" payment.

For the first time in years, the city had a clean financial slate.

But Mrs. Kelly squandered this good fortune and did not make the tough cuts in the city's high expenses, say city officials and Federal lawmakers. Her administration only nibbled at reducing the work force, while tax-exempt organizations like Georgetown University rebuffed her efforts to have them pay anything to the city.

"She didn't have a political base, so she didn't feel she could do the hard things," said Eleanor Holmes Norton, the District's non-voting Congressional delegate.

On paper, the Kelly administration looked efficient. Each year, the city balanced its budget, occasionally even showing a small surplus. But behind these numbers was a harsher reality. Federal lawmakers said the administration used questionable accounting tactics to mask a widening gap between revenue and expenses. Even the money borrowed on Wall Street to pay off past debts was used for current expenses.

Unknown to most, the city had again begun to roll up massive deficits.

Money earmarked for capital projects was spent for operations in violation of a Congressional ban, and losses at D.C. General Hospital were hidden on the books as loans, according to a 1994 General Accounting Office report. In one year, a "fifth quarter" of tax revenue was added to balance the books.

"It wasn't done in the dark of night," said Mr. Mallett, referring to the accounting strategy. He added that the administration's actions were approved by the city council and by Congress. "We told everybody," he said. "We didn't have any money. We didn't have any cash. We couldn't meet the payroll. You had to do something."

He said Mrs. Kelly felt hemmed in by the conflicting expectations of the two major groups that had supported her: middle-class whites pressing for a smaller government, and middle-class blacks, many of whom worked for the city.

Mr. Mallett said that for many white people who did not work for the city and were paying higher fees and property tax assessments, there were not enough layoffs. "They felt betrayed," he said, adding, "To middle-class blacks, it meant that she was out to get me, that she was doing white folks' work. Clearly that wasn't true. She was just trying to save her city."

And she got virtually no support from President Clinton in trying to ease the restrictions on the city's taxing powers, or to have the Federal Government take over some of the city government's burdens. Indeed, a former Kelly aide says Mr. Clinton virtually ignored Washington and Mrs. Kelly.

"President Clinton never even invited Mrs. Kelly over to the White House," said the former Kelly aide, who spoke only on the condition of anonymity. "Bush at least had

her over for a state dinner and had a photo op with her. She didn't have anything like that with President Clinton. My marvelous liberals."

By the end of her term, the city's deficit had ballooned to \$335 million, according to a General Accounting Office report.

"She was worse than Barry," said Representative Davis of the oversight subcommittee. "She was in a job over her head. Congress gave the city \$1 billion more, and it got no value back."

In 1994, just two years after his release from a six-month prison term, Mr. Barry made one of the most remarkable comebacks in American politics by defeating Mrs. Kelly in the Democratic primary and easily winning in the general election.

Shortly after his inauguration, he announced the grim news that the city's deficit could reach \$722 million within a year. Wall Street promptly downgraded the District's bond rating to junk status.

The control board began its work last year by imploring Mr. Barry to cut thousands of the jobs created in the 1980's. Resistant at first, Mr. Barry finally recognized the powers lined against him, especially with Congress ignoring his requests for more money and with Mr. Williams, the new financial officer, accountable only to the control board.

And by last February, Mr. Barry unveiled a plan to eliminate 25 percent of the work force, as part of a four-year plan.

But even now, with major efforts for improvement at work, change in the capital is slow. City officials have eliminated a few jobs, and Representative Walsh is insisting that Mr. Barry find more spending cuts in the proposed 1997 budget of \$5.1 billion.

"Mr. Barry is a tremendous politician," said Mr. Williams, the city's chief financial officer, who has not always agreed with the Mayor's policies. "But he's a lot like nuclear power. On a good day, he can light the city. On a bad day, he can blow it up."

Leslie Wayne also contributed to this article

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