Maple Leaf issues expanded recall and offers apology

• from HALTON on page A1

individuals, pregnant women, newborns and those with weakened immune systems, according to PHAC.

People who believe they are experiencing symptoms of the illness are urged to contact a doctor.

The expanded recall and plant cleanup will cost the company an estimated $20 million, as well as the loss of public confidence in the company.

On its website — www.mapleleaf.ca — Maple Leaf posted an apology and a link to a YouTube message from company President and CEO Michael H. McCain, describing the company's regret for the outbreak.

"On behalf of the 23,000 people of Maple Leaf Foods who live a culture of food safety, we offer deep and sincere sympathy to those who are ill, or who have lost loved ones," McCain said on the message. "But we commit to you that Maple Leaf Foods exceeds federal food safety standards, and that our management of the listeria outbreak will be motivated by one thing only — the best public health interests of Canadians and specifically, our customers.

"That's why we've started an expanded recall of all products made at that plant from January 2008, even though we have no evidence that the bacteria could have spread beyond the two lines (at the Toronto plant) that were identified as being linked to affected product(s)."

Products affected by the recall have the number 97B printed near the expiry or packaging date. To view a complete list of the recalled meat products, visit www.mapleleaf.ca or www.inspection.gc.ca and click on the listeria investigation and recall link on the right hand side of the page, under the heading, 'Hot Topics.'

Widespread reaction to outbreak

Several food industry giants have also reacted quickly to the listeria outbreak. Tim Hortons has posted a sign saying its meats are not part of the recall.

The franchise's corporate website posted the following statement:

"We have been advised by Maple Leaf Foods they expanded their recall to include all meats produced at the Bartor road facility in the past year. The list of items includes Tim Hortons slow roast beef.

"Tim Hortons is not serving roast beef to customers as the sale of this product ended in early July. Please be advised that this is not a ready-to-eat product. Slow roast beef is subjected to a high cooking temperature of above 165°F which destroys any bacteria of concern. No other Tim Hortons products are affected by the recall."

Boston Pizza issued a news release Monday stating it had stopped serving roast beef supplied by Maple Leaf Foods' Toronto plant as a precautionary measure — even though the product has showed no evidence of contamination.

A Maple Leaf turkey product supplied to McDonalds is also on the lengthy list of recalled meats.

Meanwhile, Halton's health department has confirmed it is working with its provincial counterparts to help investigate and control the outbreak.

"Health department staff has been keeping Halton healthcare facilities up to date with information related to this outbreak, and has been providing local surveillance information to the provincial authorities," said Dr. Monir Taha, Halton's associate medical officer of health. "We are increasing communication with food vendors, and adding extra inspections to assist with the CFIA recall."

Ruf said two-dozen inspectors are attempting to visit independent, non-chain businesses across Halton to ensure they are aware of the recall and have removed any potentially-contaminated meat products.

So far, inspectors have not found any recalled products still on the shelf during their visits, which is good news, Ruf said. He added that the inspections would carry on at least for the rest of this week.

"(The inspections) are very intensive," he said.

The food safety manager stressed to residents that if they have meat in their fridge or freezer and aren't sure where it come from, they should get rid of it.

"Our motto is when in doubt, throw it out," he said.

On average, Halton has one to two cases of listeria per year, the health department noted.

— with files from Torstar News Service

155 Nipissing Rd., Milton (905) 878-2721

MILTON TOYOTA

THEY'VE GOTTA GO!

THE 09 TOYOTAS ARE COMING SO THE 08s GOTTA GO... WITH PURCHASE FINANCING AS LOW AS 0.9%!

08 RAV4 — 1.9% Purchase APR¥ for 36 months | MSRP¥* WAS $27,400 NOW $26,050 | LEASE FOR $299*@ 4.9% APR PER MONTH FOR 48 MONTHS WITH $4,573 DOWN. FREIGHT AND P.D.E. INCLUDED | HWY 7.7L/100 KM (37 MPG)† CITY 10.1L/100 KM (28 MPG)†

08 FJ Cruiser — 0.9% Purchase APR¥ for 36 months | $2000 GAS CARD OR CASHBACK EQUIVALENT‡ | LEASE FOR $309‡‡@ 3.9% APR PER MONTH FOR 48 MONTHS WITH $5,717 DOWN. FREIGHT AND P.D.E. INCLUDED WHEN YOU APPLY THE $2,000 CASHBACK | MSRP¥* STARTING FROM $29,725 HWY 11.1L/100 KM (25 MPG)† CITY 14.5L/100 KM (19 MPG)†

08 Sienna CE — 0.9% Purchase APR¥ for 36 months | $1000 GAS CARD OR CASHBACK EQUIVALENT‡ | LEASE FOR $339‡‡@ 3.9% APR PER MONTH FOR 48 MONTHS WITH $5,805 DOWN. FREIGHT AND P.D.E. INCLUDED WHEN YOU APPLY THE $1,000 CASHBACK | MSRP¥* STARTING FROM $29,400 HWY 8.1L/100 KM (35 MPG)† CITY 11.7L/100 KM (24 MPG)†

08 Highlander — 0.9% Purchase APR¥ for 36 months | MSRP¥* WAS $36,900 NOW $34,900 | LEASE FOR $418*@ 3.9% APR PER MONTH FOR 48 MONTHS WITH $6,679 DOWN. FREIGHT AND P.D.E. INCLUDED | HWY 8.8L/100 KM (32 MPG)† CITY 12.3L/100 KM (23 MPG)†

08 Tundra Double Cab V8 4x4 — 0.9% Purchase APR¥ for 36 months | $3000 GAS CARD OR CASHBACK EQUIVALENT‡ | LEASE FOR $399‡‡@ 3.9% APR PER MONTH FOR 48 MONTHS WITH $5,240 DOWN. FREIGHT AND P.D.E. INCLUDED WHEN YOU APPLY THE $3,000 CASHBACK | 2008 MOTOR TREND TRUCK OF THE YEAR | MSRP¥* $38,320 HWY 11.9L/100 KM (28 MPG)† CITY 16.8L/100 KM (17 MPG)†

NO SECURITY DEPOSIT ON 2008 LEASES.

¥*‡‡ Limited time lease and finance offers available from Toyota Financial Services on approved credit. License, registration, PPSA, insurance, applicable fees and taxes are extra. MSRP of a new 2008 Sienna (Model ZK30CAA), 2008 RAV4 (Model BD33VPA), 2008 Highlander (Model ES41AAA), 2008 FJ Cruiser (Model BU11FMA) and 2008 Tundra 4x4 (Model BV541TB) is $29,400/$26,050/$34,900/$29,725/$38,320 plus freight and P.D.E. of $1,440/$1,440/$1,440/$1,440/$1,440. Tax for fuel conservation is $75 for Highlander and $400 for FJ Cruiser. ¥0.9%/1.9%/0.9%/0.9%/0.9% finance APR equals $829/$746/$983/$838/$1,080 per month for 36/36/36/36/36 months. Cost of borrowing is $444/$806/$488/$443/$560 for a total obligation of $29,844/$26,856/$35,388/$30,168/$38,880. *4.9%/3.9% lease APR for 48/48 months on a new 2008 RAV4 (Model BD33VPA) and 2008 Highlander (Model ES41AAA). Monthly payment is $299/$418 with a $4,573/$6,679 down payment or trade equivalent, and first monthly payment due at lease inception. Total lease obligation is $18,926/$26,744. Based on a maximum of 96,000 KMS. Additional KM charge of $.10/.15 for excess kilometres if applicable. ‡ Gas card/cashback equivalent offers valid on new and unregistered eligible in-stock 2008 Sienna, 2008 FJ Cruiser and 2008 Tundra 4x4 purchased/leased, registered and delivered between August 1 and September 2, 2008. Offers will be awarded either in the form of pre-paid gas card or cashback equivalent and is the choice of the customer. The values of the pre-paid gas card or cashback equivalent are $1,000/$2,000/$3,000. Pre-paid gas cards will be mailed to the customer within 60 days of delivery. Cashback offers take place at time of delivery and will apply after taxes have been charged on the full amount of negotiated price. ‡‡ 3.9%/3.9%/3.9% lease APR for 48/48/48 months on a new 2008 Sienna (Model ZK30CAA), 2008 FJ Cruiser (Model BU11FMA) and 2008 Tundra 4x4 (Model BV541TB). When you apply the $1,000/$2,000/$3,000 cashback equivalent offer, monthly payment is $339/$309/$399 with a $5,805/$5,717/$5,240 down payment or trade equivalent, and first monthly payment due at lease inception. Total lease obligation is $22,077/$20,550/$24,393. Based on a maximum of 96,000 KMS. Additional KM charge of $.10/.15/.10 for excess kilometres if applicable. Dealer may sell/lease for less. Offers valid between August 1 and September 2, 2008 and are subject to change without notice. Please see your participating Toyota Dealer for full details. †These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of these vehicles may vary. Refer to the Government of Canada publication EnerGuide Fuel Consumption Guide. All rights are reserved.

MILTON TOYOTA
MYTOYOTAPLACE.COM

400 STEELES AVENUE, MILTON
Toll Free: 1-800-617-4025
Fax: (905) 875-1516
info@miltontoyota.com