



**HAND DELIVERED &
ELECTRONIC MAIL**

October 16, 2015

Mr. Jon Morrill, HACCP Coordinator
Good Food Concepts
dba Ranch Foods Direct
Establishment M 27316/ P 27316
2901 North El Paso Street
Colorado Springs, Colorado 80907
jon@ranchfoodsdirect.com

DENIAL OF SERVICE FOR VOLUNTARY INSPECTION

Dear Mr. Morrill:

This letter serves as official notification of the denial of service for exotic species at your establishment, Good Food Concepts, Est. V 27316, located in Colorado Springs, Colorado. The denial of service is based on your failure to meet regulatory requirements in regard to the labeling of rabbit products at your establishment in accordance with 9 CFR 354.21.

In addition, on October 16, 2015, the EIAO found cryovaced packages of “whole rabbit plus giblets” under the brand name “De Bruin Rabbit”. The product was processed and distributed by Iowa Rabbit, LLC, located in Ames, Iowa. The back of this product was labeled with a “Ranch Foods Direct” label, which had Est. 27316 inside the triangle mark of inspection. These rabbits were not slaughtered and processed under inspection; therefore they are not eligible to bear the mark of inspection.

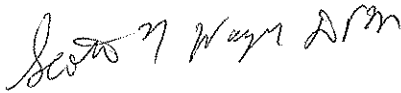
The decision to deny service was based on your failure to meet regulatory requirements in accordance with 9 CFR 354.12 (a), 354.65, 354.71 (a).

Based on the findings listed above, FSIS has concluded that the denial of service for Good Food Concepts, Est. V 27316, is warranted. The denial of service will remain in effect until your establishment provides appropriate corrective and preventive actions to FSIS and provides assurances that all exotic species products at Est. V 27316, will be labeled appropriately and adequately.

It is important for you to understand that FSIS has responsibility to initiate action if your establishment fails to operate in accordance with the regulatory requirements.

Please submit all written responses to the Denver District Office. If you have any questions regarding this matter, you may contact the Denver District Office at (303) 236-9800.

Sincerely,



Dr. Scott Wagner
Deputy District Manager
Denver District
Scott.Wagner@fsis.usda.gov

cc: FO/QER
Reader File
Est. File
A. Gallegos, DM
R. Reeder, DDM
M. Esteras, DDM
S. Symons, DDICS
D. Klages, SEIAO
B. Brock, aSEIAO
R. Garner, FLS
J. Monteverde, EIAO
A. Khroustalev, RD/OIEA