

Press release

28 August 2019



Ma Vie Sans Gluten is recalling a batch of buckwheat flour.

The product 500 g organic buckwheat flour from the brand Ma Vie Sans Gluten, with batch no. SARB170419TNB/24611 (number listed on the packet), is being recalled as a batch following the detection of a certain quantity of tropane alkaloids (Datura) which could pose a health risk and the product is thus being recalled as a precautionary measure. If you have purchased this buckwheat flour, please return the product to the shop in order to get your money back.

Datura is a herbaceous plant that naturally contains high levels of tropane alkaloids (atropine and scopolamine). This plant may contaminate certain harvests. If significant quantities of this product are consumed, the following effects may be encountered: dry mouth, dilated pupils, vision problems, tachycardia, restlessness, confusion, spatial and temporal disorientation hallucinations, incoherent speech.

If you experience these symptoms after consuming the product concerned by this alert, call an ambulance or consult a doctor quickly. Using this flour as an ingredient in a recipe reduces the risk that alkaloids may be present and so the risks of experiencing these side effects are also reduced.

The batch has been traced to a French miller, based in North-West France. In accordance with our internal plan for monitoring for the presence of datura, our quality controls uncovered faint traces of tropane alkaloids. As a precautionary measure, we contacted the French Departmental Agency for Social Cohesion and Public Protection (DDCSPP) in order to have the products concerned recalled from sale. Currently, the DDCSPP is investigating the situation with our flour supplier, in accordance with their customary procedure.

Our customers, most of whom are organic stores and organic online sales outlets, were contacted rapidly to enable them to pass on the information and display a recall message at their points of sale. We also informed our consumers via our communication channels (social networks and website). Our customer service department is there to answer any questions and can be contacted at: +33 4 75 67 26 05.

If in doubt, we encourage customers to call an ambulance or consult their doctor quickly.

What is datura?

Datura is a plant that grows naturally in buckwheat fields. All buckwheat farmers are familiar with this plant. The harvest is sorted several times during farming in order to remove the datura: first it is sorted by hand in the fields, then a more thorough sorting is performed before the buckwheat is made into flour.

Investigations are ongoing to identify how traces of datura came to be found in the single batch concerned by the recall.