



Steven W. Troxler
Commissioner

North Carolina Department of Agriculture
and Consumer Services
Meat and Poultry Inspection Division

Joseph W. Reardon
Assistant Commissioner
for Consumer Protection

Dr. Karen Beck
Director

December 9, 2020

CERTIFIED MAIL/RETURN RECEIPT REQUESTED

Mr. Kenneth Cole
Watauga Butchery
160 Cole Drive
Vilas, North Carolina 28692

NOTICE OF WARNING

The North Carolina Department of Agriculture and Consumer Services, Meat and Poultry Inspection Division has an investigative case report showing that you violated the North Carolina Compulsory Meat Inspection Law (Chapter 106, Articles 49 B and C of the North Carolina General Statutes). This reported violation was discussed with you on September 28, 2020. Specifically, our investigation revealed that you processed, stored, offered for sale and sold misbranded meat products (various consumer size packages of raw beef bearing the U.S.D.A. inspection legend and the statement "This product was custom processed and not for sale") to a registered NCDA & CS, Meat and Poultry Handler for the sole purpose of resale to the general public. In a signed statement dated September 28, 2020, you stated that you processed, stored, offered for sale and sold misbranded meat products to the general public on one occurrence.

Please be advised that the sale of misbranded and/or non-inspected meat products and the sale of misbranded and/or non-inspected poultry products is a violation of North Carolina General Statutes §§ 106-549.23 and 106-549.56. Violation of the North Carolina Compulsory Meat Inspection Law and the North Carolina Poultry Products Inspection Law can result in the imposition of civil and/or criminal penalties pursuant to North Carolina General Statutes §§ 106-549.35 and 106-549.59. Please be advised that you will not receive any further warnings with regards to this violation. If you should continue to sell misbranded/non-inspected meat and/or poultry products, we will pursue legal action against you as authorized by law. I certainly hope this additional action will not be necessary. An officer from this department will visit you periodically to verify compliance. If you have any question regarding your compliance expectations, please call Daniel Moody, Compliance Supervisor, at 919-218-1915.

Sincerely,
Karen Beck

Dr. Karen Beck
State Director

Certified Mail

cc: Mr. Joe Reardon, Assistant Commissioner
Ms. Tina Hlabse, General Counsel
Mr. Christopher McLennan, Assistant Attorney General
Mr. Daniel Moody, Compliance Supervisor