



Solving Challenges Together. . .

To understand the challenges surrounding food recall notification and response systems, an online survey was conducted to nearly 200 food industry professionals and local/state regulators nationwide. This needs assessment revealed a baseline of food recall and traceback knowledge and experience, and identified gaps in the recall system.

The National Environmental Health Association conducted four Industry Foodborne Illness Investigation Training and Recall Response (I-FIIT-RR) courses that brought food industry professionals and regulators together for a combined, collaborative training to address these gaps in the recall system. Their recommendations reveal the benefit of working together in a food-related crisis to facilitate activities and respond more effectively to a food recall.

One common challenge experienced by both groups in the survey was delays in receiving recall notices.

Improving Food Recall Efforts

Suggestions from Food Industry and Regulatory Professionals

Notifying Customers and Establishments:

- Use customer loyalty cards for purchaser information.
- Notify customers of Class 1 recalls, perhaps using robocall system.
- Website (health agency) offers to notify establishments, pharmacies, and consumers about recalls, if they sign up for their email notification list.
- Health agency maintains list of establishments that may carry recalled products. Sends notices and requires call backs from establishments after receiving notice.
- Health agency website posts recalls.
- Notify food establishments of recalls using robocalls or other telephone system.
- State agency works closely with local health departments.
- Secure a method to receive recall notices in advance and follow manufacturer's guidance.

Preventing Sale of Recalled Goods:

- Pull entire UPC for class 1 recall.
- Prohibit sale at register; lockout registers for recalled product.
- Product sales documented through register scanners for traceback purposes.

Follow Up with Establishments:

- Health department conduct follow up check or contact establishment to ensure product was removed.
- Food establishment notifies their health department of products removed, date and action taken.

See Recall Response Form on the back of this page.

RECALL FEEDBACK FORM

_____ is reporting activities pertaining to the following food recall:
(Company name)

Product name: _____
(Product Description with Codes)

Recall Reason: _____

The company has responded to the food recall as follows:

1. **Did company receive notification of this recall?** YES NO

2. **Did company receive shipments of this product?** YES NO
(if NO, terminate questions and close)

3. **Does company have any of the recalled product(s) on hand?** YES NO

4. **What did company do or intend to do with associated product?**
(Segregate, Remove, Dispose, Return, etc.)

5. **Where did the notification come from?** _____

6. **Has company received any complaints associated with the product?** YES NO

If YES, please provide details: _____

Store Location: _____ Phone #: _____

Company Contact: _____ Title: _____

Signed: _____ Date: _____

Please return completed form with a copy of the recall notice to the Food Regulatory Agency, for each food item being recalled.

This section to be completed by the Food Regulatory Agency:

Reviewed By: _____ Date: _____
(Food Regulatory Personnel)

Notes: _____

After review by the Food Regulatory Agency, please return the signed completed form to the company.