



# IS YOUR COMPANY PREPARED FOR A RECALL?

**Only** one in ten produce companies that call us for help during a recall has a plan that enables it to make strategic decisions, conduct the recall in the most effective manner, protect the company's reputation, and minimize its liability during a recall. From a regulatory standpoint, there are only a few things required in the recall plan (if you're covered by the Preventive Controls Rule). These are procedures and someone assigned to:

- Directly notify the direct consignees of the food being recalled
- Notify the public, when appropriate to protect public health
- Conduct effectiveness checks to verify that the recall is carried out
- Appropriately dispose of the recalled food

**That's not enough! Here is a sample of elements most frequently omitted from produce company recall plans:**

- A list of questions to ask before making the decision whether to recall. A phone call saying that your product tested positive for a pathogen is NOT reason alone to issue a recall.
- Clear guidelines on when and why to (or not to) test or retest.
- Guidelines for when an event must be reported on the Reportable Food Registry and who will do it.
- Written procedures on how to deal with an inspection by federal and/or state authorities after the recall.
- Written company policies regarding employee code of conduct, media, photography, videotaping, and social media.
- Identify how unexpected legal and regulatory questions that come up during the recall will be addressed.
- Document the process for informing employees, in each language necessary, including how and when to inform them.
- Identify and prepare the company spokesperson and the alternate spokesperson.
- A social media crisis strategy.
- Designated persons to do each detailed task identified in your plan on a moment's notice, 24/7. Designated backup for each of them, in case your go-to person is unavailable.

**Act now and be ready for any recall situation.**

**Contact United Fresh today to learn more about the *Recall Ready*<sup>SM</sup> program!**

**Dr. Jennifer McEntire, Vice President of Food Safety and Technology**

jmcentire@unitedfresh.org • 202.303.3419

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