

THINK YOUR COMPANY IS 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



But that's not enough! Here is a sample of elements most frequently omitted from produce company recall plans.

1. 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.
2. Clear guidelines on when and why to (or not to) test or retest.
3. Guidelines for when an event must be reported on the Reportable Food Registry and who will do it.
4. Written procedures on how to deal with an inspection by federal and/or state authorities after the recall.
5. Written company policies regarding employee code of conduct, media, photography, videotaping, and social media.
6. Identify how unexpected legal and regulatory questions that come up during the recall will be addressed.
7. Document the process for informing employees, in each language necessary, including how and when to inform them.
8. Identify and prepare the company spokesperson and the alternate spokesperson.
9. A social media crisis strategy.
10. Designated persons to do each and every 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*SM program!

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