

How to Develop A Recall Plan

Recall Communications

Recall Notice. FSIS recommends that your recall plan include an

outline of the content of your recall notice. Please see sample recall notices on pages 16-18. When drafting the content of your recall notice, consider the following:

- ◇ Be brief and to the point.
- ◇ Clearly identify the product and any other pertinent descriptive information to enable accurate and immediate identification of the product, including:
 - » Product/brand name.
 - » Product code.
 - » Package/case size.
 - » Package/case date code.
 - » Lot number/expiration date; and
 - » Universal Product Code.
- ◇ Provide an explanation of the risk if the product is eaten.
- ◇ Concisely explain the reason for the recall and the hazard involved.
- ◇ Provide specific instructions on what should be done with the recalled products.
- ◇ Request an official, written response from consignees.
- ◇ Provide a way for the recipient of the communication to report to the recalling firm whether it has any of the product, e.g., by allowing the recipient to place a collect call to the recalling operation.
- ◇ The recall communication should not contain irrelevant qualifications, promotional materials, or any other statement that may detract from the message; and
- ◇ Provide contact information for your firm (for questions). Your plan should also detail how the recall notification will be issued.

For example, you can send your recall notice by e-mail, telephone, or