

How to Develop A Recall Plan

Fax. Written notices should bear a prominent heading to indicate the importance of the communication. For example, a letter might bear a bold red declaration, such as "URGENT FOOD RECALL." If communication is conducted by telephone, you should document and send a follow up letter, e-mail, or fax to ensure that all bases are covered.

Public Notification. FSIS recommends that you identify if and how.

the public will be notified of the recall. Recalls are often announced via a press release through national or local news media, or via a company website. Be sure to include contact information for all potential media, such as television stations, radio stations, and newspapers with local, State, and regional coverage areas, as well as the national wire services. If the actual contacts are not specified, then reference sources of current media contacts for all possible recall scenarios should be specified in the recall plan.

The class of the recall and where the product was distributed will determine the type of notification you will use. Generally, distribution levels are categorized as wholesale, retail, hotel/restaurant/institutional.

(HRI) and consumer users. The more levels affected, the greater the need for different communication methods. At the **wholesale level**, the product is distributed to a warehouse or distribution center. This is the distribution level between the manufacturer and retailer.

The **retail level** is when the product is received by the retailers for sale to the public.

The **HRI level** is when the product was received by hotels, restaurants, or institutional customers.

Lastly, the **consumer level** is when the product is sold directly to consumers. Regardless of the public notification action you take, FSIS will issue a press release for Class I and Class II recalls. FSIS will issue a Recall Notification Report if the recalled product has only been distributed at the wholesale.

level (and your firm is able to gain control of the product before it can be further distributed to the retail, HRI, or consumer level) and for Class III recalls. A Recall Notification Report is not distributed to the media.