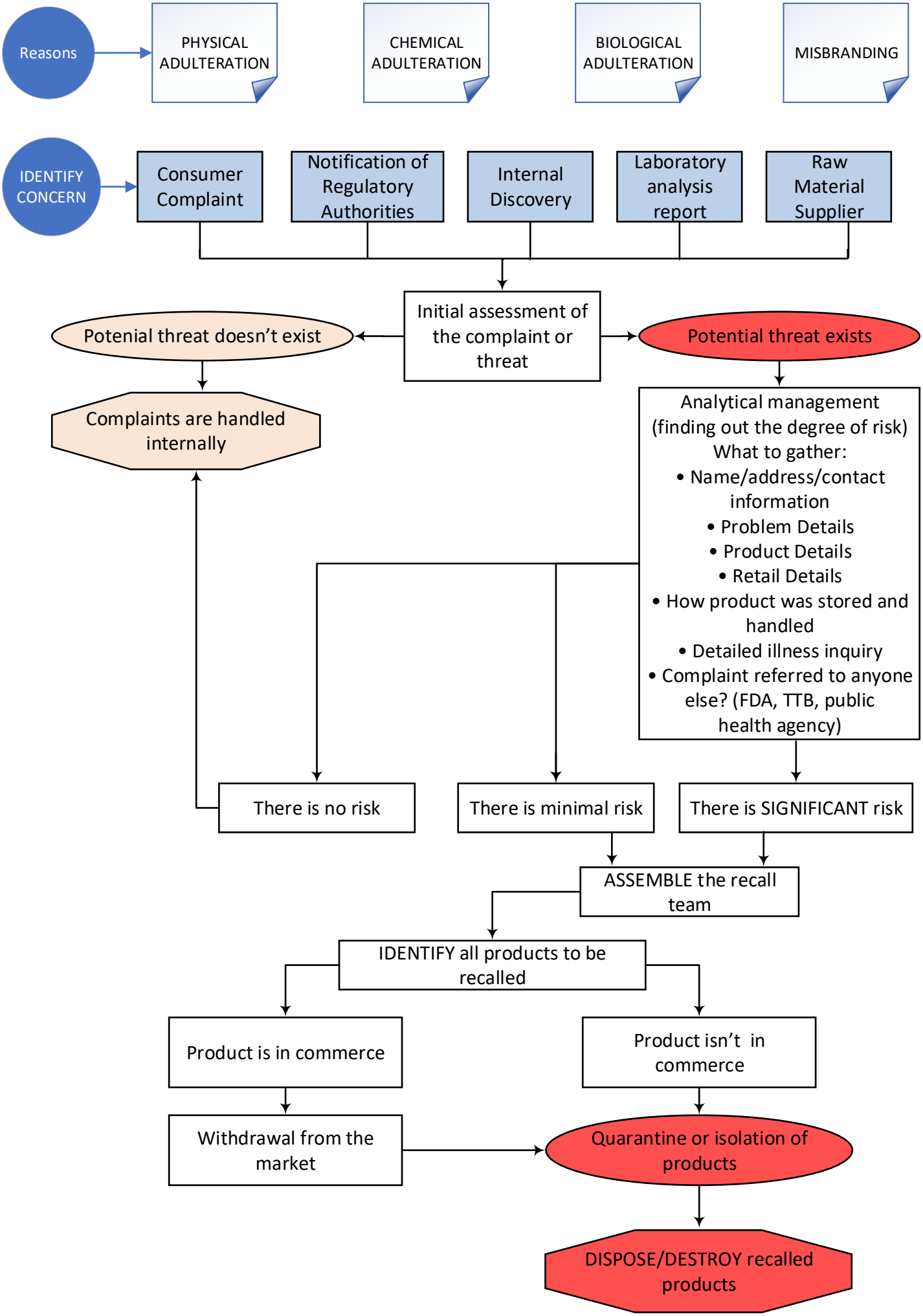
Reasons
PHYSICAL ADULTERATION
CHEMICAL ADULTERATION
BIOLOGICAL ADULTERATION
MISBRANDING
IDENTIFY CONCERN
Consumer Complaint
Notification of Regulatory Authorities
Internal Discovery
Laboratory analysis report
Raw Material Supplier
Initial assessment of the complaint or threat
Potenial threat doesn't exist
Potential threat exists
Complaints are handled internally
Analytical management (finding out the degree of risk)
What to gather:
• Name/address/contact information
• Problem Details
• Product Details
• Retail Details
• How product was stored and handled
• Detailed illness inquiry
• Complaint referred to anyone else? (FDA, TTB, public health agency)
There is no risk
There is minimal risk
There is SIGNIFICANT risk
ASSEMBLE the recall team
IDENTIFY all products to be recalled
Product is in commerce
Product isn't in commerce
Withdrawal from the market
Quarantine or isolation of products
DISPOSE/DESTROY recalled products