

Get the Word Out: Communicating During Food Recalls

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Learning Objectives

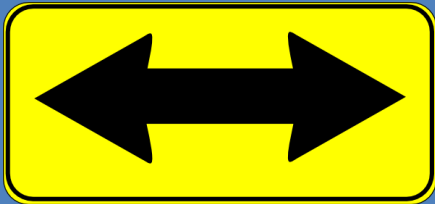
- Review Recall Basics
- Understand the Importance of Communication During Recalls
- Learn about Recall Preparation and Response Resources

What's in it for me?



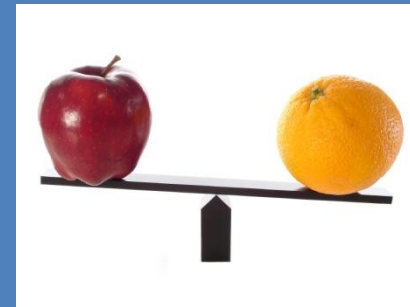
Recall Basics: Ground Rules

1. By definition, a recall is for food *already* in commerce!



2. Every entity involved in distributing and serving food needs to be able to trace food at least one step forward and one step back!

3. No two recalls are alike, and no two responses to recalls are alike!



Recall Basics:

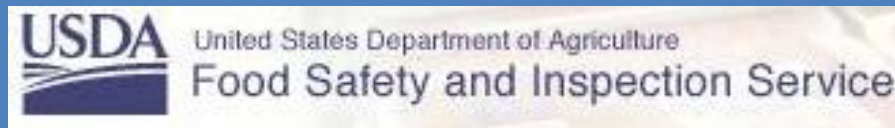
Types of Recalls

A recall occurs when action is taken to remove a food from the market because there is evidence that it is unsafe, adulterated, or mislabeled.

CLASS	DESCRIPTION	EXAMPLES
I	A health hazard situation in which there is a <i>reasonable</i> probability that eating the food will cause health problems or death.	<i>E. Coli</i> 0157:H7 in ground beef; <i>Salmonella</i> in peanut butter; A food with an undeclared allergen
II	A potential health hazard situation in which there is a <i>remote</i> probability of adverse health consequences from eating the food.	Product containing a foreign material
III	A situation in which eating the food will not cause adverse health consequences.	Minor labeling problems, such as format or undeclared ingredients that aren't allergens.

Recall Basics: The Role of Regulatory Agencies

Two Federal agencies are responsible for regulating the food supply.



Food recalls are almost always voluntary actions initiated by the manufacturer!

Communication

- A regulatory agency (FSIS or FDA) can require a manufacturer to notify all of its customers about a recall.
- If a manufacturer's customer further distributed the recalled product, then that customer is responsible for notifying all entities that subsequently received the product directly from them.

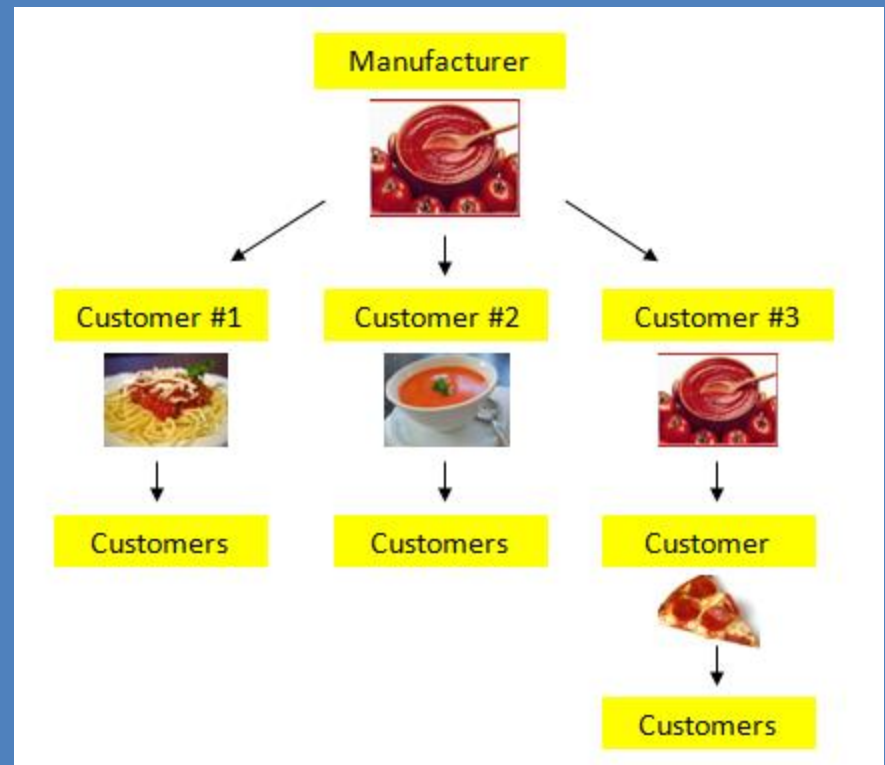


WHY?!

Communication

The original manufacturer has no way of knowing which entities subsequently purchased the product from their customer.

Example: Tomato Paste



Communication: Food Sources

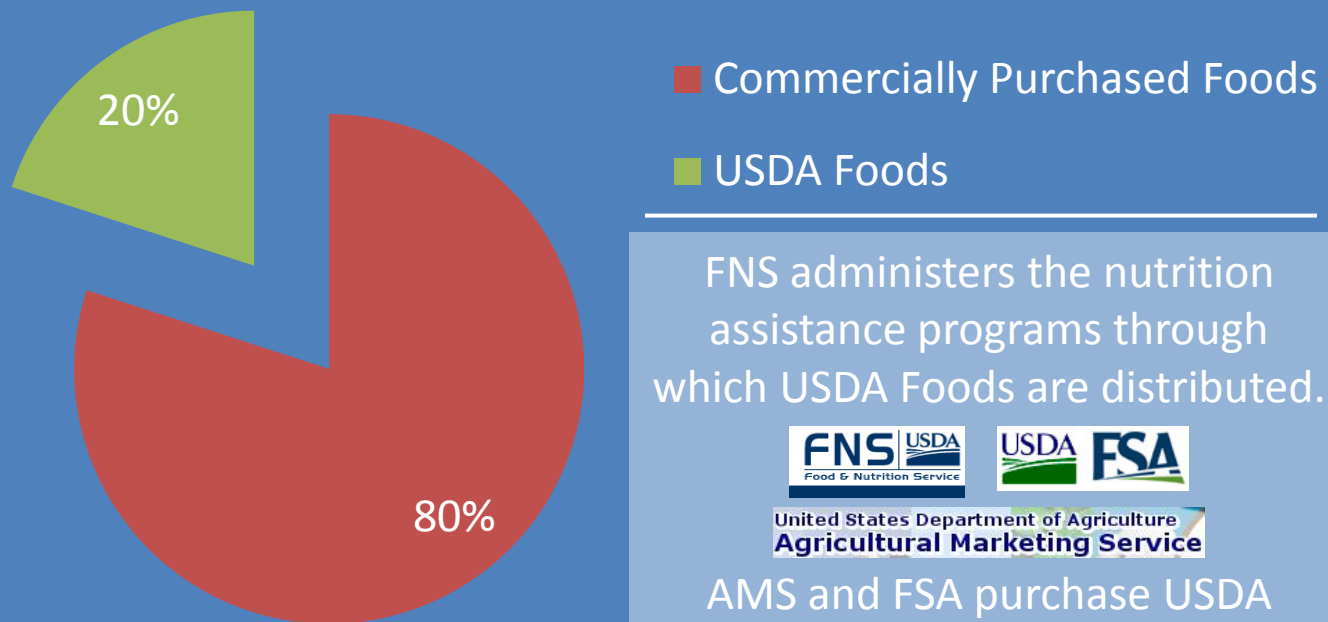
Who will notify me about recalled food?



Well, that depends on who supplied the food.

Communication: Food Sources

School Meal Programs: Food Sources



FNS administers the nutrition assistance programs through which USDA Foods are distributed.



United States Department of Agriculture
Agricultural Marketing Service

AMS and FSA purchase USDA Foods in the commercial market.

Communication: Methods

- Contact your suppliers and distributors! Find out how they plan to notify you about food recalls.
- Contact your SDA or SFA! Find out how they will communicate with you when a food is recalled.
- Sign-up for free recall alert notifications from FSIS and FDA at www.foodsafety.gov/recalls.

FoodSafety.gov

The FoodSafety.gov recall widget is featured on the FNS food safety webpage!
www.fns.usda.gov/food_safety

Communication: Commercial Purchases

- USDA FNS has no way of knowing which foods SDAs and SFAs purchase from the commercial market.
- It is your responsibility to know where your food is coming from and to monitor recall alerts.

Communication: USDA Foods

USDA Foods may be diverted for processing to be made into finished products for use in school meal programs.

Example: Chicken → Chicken Nuggets

USDA Foods may be further processed by:

- USDA National Processing Agreement (NPA) processors
- In-State processors
- Recipient Agency processors (re-directed/backhauled food)

Some USDA Foods may be **substituted** during processing.

USDA Foods Recalls: Federal Agency Responsibilities

- FNS will work with the regulatory agencies (FSIS and FDA) and procurement agencies (AMS and FSA) to determine which SDAs *may have* received recalled USDA Foods.
- FNS will alert those SDAs about recalled USDA Foods through WBSCM

USDA Foods Recalls: State Agency Responsibilities

- Notify SFAs and other direct recipient agencies as well as In-State processors. Confirm receipt of notifications.
- Report back to FNS on inventory.



USDA Foods Recalls: School Food Authority Responsibilities

- Notify individual schools and serving sites as well as further processors for redirected foods. Confirm receipt of notifications.
- Report back to SDA on inventory.



USDA Foods Recalls: Processor Responsibilities

- Notify distributors, SDAs, SFAS and schools (that received recalled USDA Foods directly from producer). Confirm that notifications are received.
- Report back to SDA on inventory.

USDA Foods Recalls: Distributor Responsibilities

- Notify SFAs and schools (that received recalled USDA Foods from distributor). Confirm that notifications are received.
- Report back to processor, and vendor, on inventory.



Communication: USDA Foods

Q: How can SDAs notify SFAs, and other RAs, about recalls of USDA Foods?

A: SDAs can use any communication system/tool they choose.

It is critical to establish a system that can **★ rapidly and effectively communicate recall ★** information to recipient agencies.

Communication: USDA SENS

The USDA State Emergency Notification System (SENS) is a system established by FNS that allows SDAs to rapidly notify recipient agencies about recalls and other food emergencies related to USDA Foods.

Communication: USDA SENS

- SDA **participation is voluntary**, not required
- Available to SDAs at no cost
- Rapid notification methods include phone, email, text message, and Black Berry PIN
- System features can be customized for each SDA

Communication: USDA SENS

- Available to SDAs only!
- Limited to recall alerts and food safety emergency messages related to USDA Foods.

Communication: USDA SENS

Q: WHY is USDA SENS only available to SDAs and why are messages limited to recalls and alerts about USDA Foods?!

A: It was established in response to the 2010 Health, Hunger-Free Kids Act

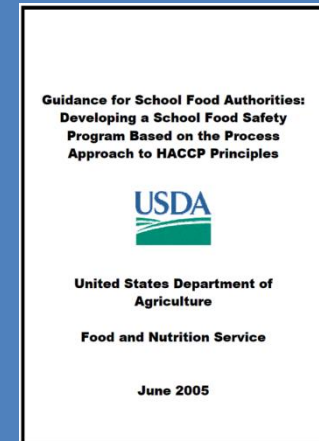
- ❖ Sec. 308 Ensuring the Safety of School Meals
- ❖ FNS shall “work with States to explore ways for the States to increase the timeliness of notification of food recalls to schools and school food authorities”

Communication: USDA SENS

- Currently being piloted in 9 states
- For more information, send an email to the USDA FNS Office of Food Safety at foodsafety@fns.usda.gov. Please type USDA SENS in the subject line.

Existing Recall Resources

- FoodSafety.gov
Free recall alerts www.foodsafety.gov
- USDA FNS
Commodity Hold & Recall Procedures
www.fns.usda.gov/fns/safety/hold-recall
- USDA FNS - Guidance for SFAs:
Developing a School Food Safety Program
Based on the Process Approach to HACCP Principles
www.fns.usda.gov/fns/food_safety



Existing Recall Resources

- NFSMI

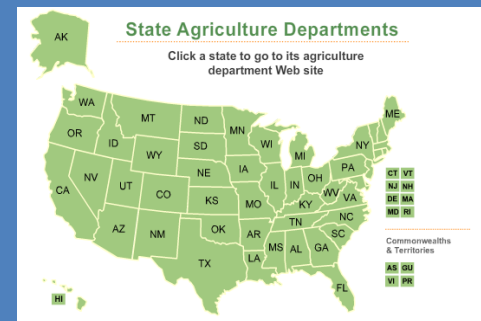
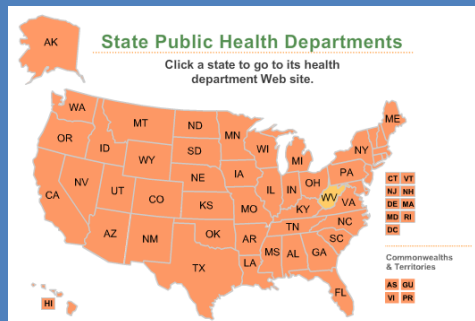
Sample Standard Operating Procedures

www.nfsmi.org



- State/Local Health Departments

[www.fsis.usda.gov/FSIS_Recalls/State Departments of Public Health](http://www.fsis.usda.gov/FSIS_Recalls/State_Departments_of_Public_Health)



Upcoming Recall Resources

Responding to Recalls

- Includes information on:
 - ❖ The Food Recall Process
 - ❖ Recalls of USDA Foods
 - ❖ Inventory Management
 - ❖ Reimbursement Cost Procedures
 - ❖ Revised Sample SOPs
 - ❖ Memorandums of Understanding between Federal Agencies



Upcoming Recall Resources

Inventory Management and Tracking Reference Guide

- Goals
 - ❖ Identify inventory management best practices
 - ❖ Provide tools for inventory management
 - ❖ Introduce traceability and tracking systems
 - ❖ Advance traceability practices in school nutrition programs



Upcoming Recall Resources

Produce Safety Mock Recall Resource

- Goals
 - ❖ Partner with produce supplier to practice a recall related to fresh produce
 - ❖ Test inventory management procedures in schools
 - ❖ Test emergency communication system
 - ❖ Track response time



Questions/Comments

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