

Here are some points to remember in preparing to contact the public:

- Have a representative available to explain the recall action to the news media and the general public
- Have a telephone answering machine, call-forwarding, or other mechanisms available to ensure easy access
- Explain the recall plan with any employees involved in the recall process.
- Consult the Division of Food Safety's public information officer for help in writing a news release or preparing to deal with questions from the news media.

Be prepared to answer specific questions about:

- what should be done with the affected product (such as "Return it to point of purchase for a refund" or "Send the label to us and we will mail a refund to you")
- the safety of other products (such as "The only recalled product is the chocolate ice cream in 1-gallon containers, with the code number of 01233, stamped on top lid of container in black ink. All other SFICC ice cream is NOT being recalled.")
- the cause of the problem that prompted the recall
- what is being done to correct that problem

General Public

Food producers who must recall contaminated products must also consider their communication

with the general public, in case the product has been sold to the public. Consumers might ask the following questions:

- Can I get my money back? How?
- What do I do with the contaminated product?
- Is it safe to eat your other products?

(See also the specific questions for news media, above)

For all instances of communication concerning the recall, have a written document prepared in order to be consistent in disseminating information. At the same time, be prepared to answer specific questions not covered by the document.



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How to Conduct a Voluntary Food Product Recall



The Wisconsin Division of Food Safety routinely helps food producers with any necessary recall of contaminated foods.

This brochure provides advice on preparing for a potential recall. Contact the DFS for more information about food product recalls.

From farm to table...

WISCONSIN DIVISION OF
Food Safety