“Beyond The Headlines & Behind The Scenes”
Norman Barnett, CP-FS
Frys Food & Drug
- Peanut butter
- Granola bars
- Snack crackers
- Candy
- Cereal
- Cakes
- Cookies
- Donuts
- Ice cream
- Snack mixes
- Pet foods
- Dressings
- Packaged meals
- Toppings

3,918 Entries
Recall: Products Containing Hydrolyzed Vegetable Protein

Information current as of noon April 01, 2010

177 entries in list

Note: This list includes products subject to recall in the United States since February 2010 related to hydrolyzed vegetable protein (HVP) paste and powder distributed by Basic Food Flavors, Inc. This list will be updated with publicly available information as received. The information is current as of the date indicated. Once included, recalls will remain listed. If we learn that any information is not accurate, we will revise the list as soon as possible. When available, this database also includes photos of recalled products that have been voluntarily submitted by recalling firms to the FDA to assist the public in identifying those products that are subject to recall.

Bouillon Products
Dressing and Dressing Mix Products
Flavoring Base and Seasoning Products
Frozen Food Products
Gravy Mix Products
Prepared Salad Products
Ready-to-Eat Meal Products
Sauce and Marinade Mix Products
Snack and Snack Mix Products
Soup/Soup Mix and Dip/Dip Mix Products
Spread Products
Stuffing Products
Yah know.....I’z always sumpthin!
June 2010

Possible under-processing
15 million pounds

July 1st

Possible loose seals
Unknown quantity
<table>
<thead>
<tr>
<th>Class 1</th>
<th>Reasonable probability or expectation of serious adverse health consequence or death</th>
<th>Pathogens or undeclared allergen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 2</td>
<td>Potential hazard / remote possibility of health hazard – reversible in nature</td>
<td>Physical hazard in food: metal shaving, plastic, etc</td>
</tr>
<tr>
<td>Class 3</td>
<td>Not likely to cause an adverse health hazard</td>
<td>Underweight packaging, incorrect sell-by date</td>
</tr>
</tbody>
</table>
A Successful Recall Process

✓ PLANNING AHEAD
✓ ACTING QUICKLY
✓ EFFECTIVE COMMUNICATION
✓ POST-RECALL ASSESSMENT
PLANNING AHEAD

• Anticipate recalls

• Have a process in place to manage all aspects of the recall
ACTING QUICKLY

• Protects the public health

• Protects your company’s reputation

• Limits financial burden

• Instills consumer confidence and trust

• Mitigates negative publicity
EFFECTIVE COMMUNICATION

- Up and down the distribution channels
- Within the retail environment – Management & Associates
- Public / consumer notification
  - Shelf-talkers, receipts, auto-dialing, personal phone calls,
  - Media relations
  - Crisis Management Team
- With regulatory entities
  - Effectiveness checks
POST-RECALL ASSESSMENT

• Post recall assessment determines effectiveness
  • Identify areas of improvement
  • Improves future efficacy

• Documentation
  • Establishes due diligence
  • Redress of loss
Consumer Responses To Food Recalls

Ground Beef – 81%
Canned Chili – 23%
Cantaloupe – 17%
Potato Recall – 8%

Source: Rutgers Univ. Study, 2008 – Food Policy Institute
How Important Is The Internet in Recall Communications To Consumers?

- 74% have access to the internet
- Only 1in 5 have visited a govt. website for recall info
- Only 6% of Americans receive e-mail alerts

Source: Rutgers Univ. Study, 2008 – Food Policy Institute
Recalled!
Management Recall Response
Alert Dashboard

Shopping Experience / People Are Great
- Cust Cmnts
- Pr Day Sales
- WTD Sales
- Emp/Cst Acdns
- Emp Recog

Products I Want / Good Prices
- Recalls
- Shelf Rwv
- Shf Rwv Adj
- Returns
- Order Adj

Store Productivity & Expense
- Gaining Status
- Sched Hours
- WTD OT%
- Wages / Sales
- Pr Day OT%

Shrink
- IDR
- CAO Plus Exceptrs
- Cash O/S
- Point Of Sale
Recall Maintenance

Recall Number: 1200070200
Classification Type: Class I
Death Type: Consumer Level
Manufacturing Type: National Brand
Add items to Recall: Item Maintenance

Reason Type: Microbiological
Reason Signage: Microbiological
Reason Description: The product may be contaminated with E. COLI O157:H7 and, if eaten, could result in severe illness to those individuals who may consume this product.

Regulatory Agency:
- CFSC
- FDA
- None
- EPA
- USDA
- Other

Product Distribution:
Cincinnati, Central, Mid-South, Delta, Dillon, King Soopers, Fry's, Ralphs, Smith's, Shelbyville

Disposition: Stores & DCs: Destroy
Create Destruction Certificate at Store: 
Create Destruction Certificate at Warehouse:

Issue Date/Time: 07/02/2010 08:19 AM
Due Date/Time: 07/05/2010 08:19 AM
Status: Current
Close Date/Time: MM/dd/yyyy
Product Type: Perishable
Manufacturer Name: Rocky Mountain Natural Meats, Inc.
Initiating Firm: Rocky Mountain Natural Meats,
Point of Sale Interdiction

Recalled Item

Kroger Peanut Butter
16 oz
Estab code #29747
Use-by: 09-01-10

PLEASE RETURN FOR FULL REFUND OR EXCHANGE
UPC is “turned off”
IMPORTANT RECALL NOTICE

Valued customer: You may have purchased the product listed below which has now been recalled. You may return the product for a full refund at any of our stores or you may contact the company at 1-800-739-4838.

**ETHNIC GOURMET TAJG PAD THAI WITH TOFU**
11 oz  UPC: 71868710402
Lot codes beginning with "WC7", "WC8"

**ETHNIC GOURMET EGFG PAD THAI WITH SHRIMP**
10 oz  UPC: 71868710411
Lot codes beginning with "WC7", "WC8"

**ETHNIC GOURMET TAJG CHICKEN PAD THAI**
10 oz  UPC: 71868770054
Lot codes beginning with "WC7", "WC8"

The product may be contaminated with SALMONELLA and if eaten, could result in severe illness to those individuals who may consume this product. DO NOT CONSUME.

Sales Receipt
Recall Info

- Lot codes
- Establishment #
- Size or weight
- Recall reason
GROCERY MANAGER AND STOCKERS CHECK BACKSTOCK
RECEIVER CHECKS IN-TRANSIT LOADS UPON DELIVERY
GROCERY MANAGER AND STOCKERS CHECK DONATIONS CHARITABLE GIVING
Customer Returns & Resources
Recall Information

We are dedicated to alerting our customers to unsafe, hazardous or defective products -- and take this responsibility very seriously. Please see below for a list of current product recalls:

Active Recalls

GREAT RANGE FRESH GROUND BISON, 16 OZ, GREAT RANGE BISON Sirloin Steaks, 12 OZ
AFFECTED IN Kroger stores located in Indiana (except SE IN, -Evansville-), Illinois, Eastern Missouri, Greater Cincinnati, including Northern Kentucky and South Eastern Indiana, Greater Louisville (including Indiana), Lexington, and Nashville, TN, Indiana (except SE IN, -Evansville-), Illinois, Eastern Missouri, Ralphs, Smith's Food and Drug, King Soopers, City Market, Fry's Food, Dillons, Baker's, Gerbes, and Food4Less Fremont stores.

Reason: The product may be contaminated with E. coli O157:H7 and, if eaten, could result in severe illness to those individuals who may consume this product. Press Release

July 2, 2010
Telephonic Notifications

- Auto-call based on loyalty info
- Limited to accuracy
- Direct call when appropriate
- Scan-Out As Loss
- Discard - Destroy
- Vendor Pickup
- CL-3 Donation?
Roll-Up Reporting

- Quantity
- Disposition
- Labor & costs
- UPC is “turned off”
- “Slot” Audit
- Pull/set aside
- Check incoming loads
Roll-Up Reporting

- Quantity
- Disposition
- Labor & costs
3rd Party Subscriptions

http://www.foodtrack.net/alert_home.htm

Disclaimer: Not an endorsement
Questions?