



DATCP'S RESPONSE FOOD PRODUCT RECALL

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FAST FACTS ON FOODBORNE ILLNESS

- CDC- Highlights of 2013 Surveillance report
 - 818 foodborne disease outbreaks were reported
 - 13,360 illnesses
 - 1,062 hospitalizations
 - 16 deaths
 - 14 food recalls
- Foodborne illness is grossly underreported
- Allergens-
 - Food allergies affect an estimated 4%–6% of U.S. children
- Catching problems early on and timely initiation of a recall can greatly reduce morbidity and mortality from foodborne illness

DATCP'S ROLE

- At the State level, initiating a recall is Voluntary
- Discuss and offer guidance to you
- Examples of press releases
- Example of customer notification. Most expedient way.
- We may issue a Consumer Advisory
 - If firm is not taking the initiative to recall
 - OR firm needs assistance with getting the message out

DATCP'S ROLE

- Recall Effectiveness Audits
 - Contacting your customers
 - Ensure they received notification, when and how
 - Disposition of the product and amount
- Pass recall info to other State Partners and our Local Health Departments

DATCP AND THE FDA

- When does DATCP work with the FDA
 - Technically always. We always let the FDA ERC know about a recall situation
 - Product in interstate commerce
 - Will work together with the FDA Recall Coordinator- unified message and guidance
 - During outbreak/trace back investigations that may eventually lead to a recall
- WI distribution only- work with DATCP
- FDA has authority to mandate a recall, unlike DATCP

REPORTABLE FOOD REGISTRY (RFR)

- Administered by the FDA
- Requirement to report if firm is a Registered Food Facility that manufactures, processes, packs, or holds food for human or animal consumption in the US
- How the State uses this information
 - Awareness
 - Joint- Inspections
 - To initiate contact with firm
 - Generally, FDA takes the lead on investigations

RECALL PLANS

- Required under ATCP 70 for Food Processing License holders
- Our Sanitarians do check during inspections to ensure you have one
- There isn't a right or wrong way to develop a plan- but it should make sense and work for your company
- Mock Recalls- exercise your plan
 - Recommended at least annually.
- Plan should be a "living", evolving document
- Please contact me for templates/advice

RECALL PLANS- WHAT'S NEEDED

- Main components recommended
 - Key individuals and contact information
 - How you identify product- dating, lot coding, batch numbers, etc.
 - A method for tracking and identification
 - Determining nature and scope of recall
 - List of your customers and/or suppliers
 - How to communicate with them
 - Target audience for recalls. How to notify the public

RESTARTING PRODUCTION

- Depends on the reason for recall, how widespread, any compliance issues
- Examples:
 - Allergen labeling or misbranding- Need new labels
 - Proper and thorough cleaning and sanitizing of equipment
 - Able to safely repurpose affected food product
 - As part of a Compliance Agreement
 - Root Cause Analysis
 - Approved processes or HACCP plans
 - Clearance through DATCP inspection or review

PUBLIC PERCEPTION

- A recall can be a scary situation for firm and we understand that
- We want to guide you in the right direction, to be timely and effective
- Many firms bounce back after a recall
- In the interest of public health
- The public appreciates when the firm does the right thing
- Appreciate a clear, concise, and thorough message
- Shows transparency and trust

THANK YOU!
ANY QUESTIONS?

Feel free to contact me:

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