

A close-up photograph of a newspaper clipping. The word "RECALL" is printed in large, bold, red-outlined letters. A wooden gavel with a dark handle and a light-colored head rests diagonally across the bottom right of the clipping. The background is a blurred newspaper page.

RECALL

***“Beyond The Headlines & Behind The Scenes”
Norman Barnett, CP-FS
Frys Food & Drug***



3,918 Entries

- Peanut butter
- Granola bars
- Snack crackers
- Candy
- Cereal
- Cakes
- Cookies
- Donuts
- Ice cream
- Snack mixes
- Pet foods
- Dressings
- Packaged meals
- Toppings



Recall: Products Containing Hydrolyzed Vegetable Protein

Information current as of noon April 01, 2010

177 entries in list

Hydrolyzed Vegetable Protein Containing Products Recall List: Main Page

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

177 Entries



Yah know.....I'z always sumpthin!

June 2010



Possible under-processing
15 million pounds

July 1st



Possible loose seals
Unknown quantity

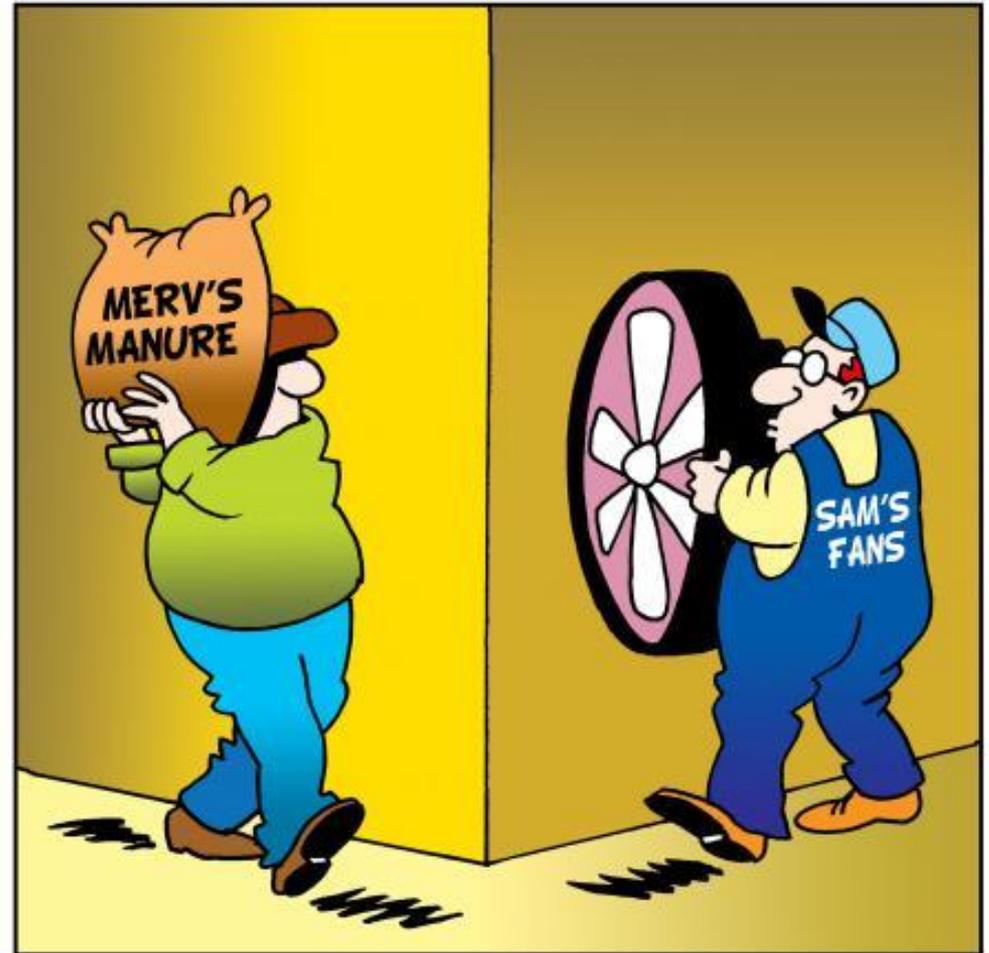
Class 1	Reasonable probability or expectation of serious adverse health consequence or death	Pathogens or undeclared allergen
Class 2	Potential hazard / remote possibility of health hazard – reversible in nature	Physical hazard in food: metal shaving, plastic, etc
Class 3	Not likely to cause an adverse health hazard	Underweight packaging, incorrect sell-by date

A Successful Recall Process

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

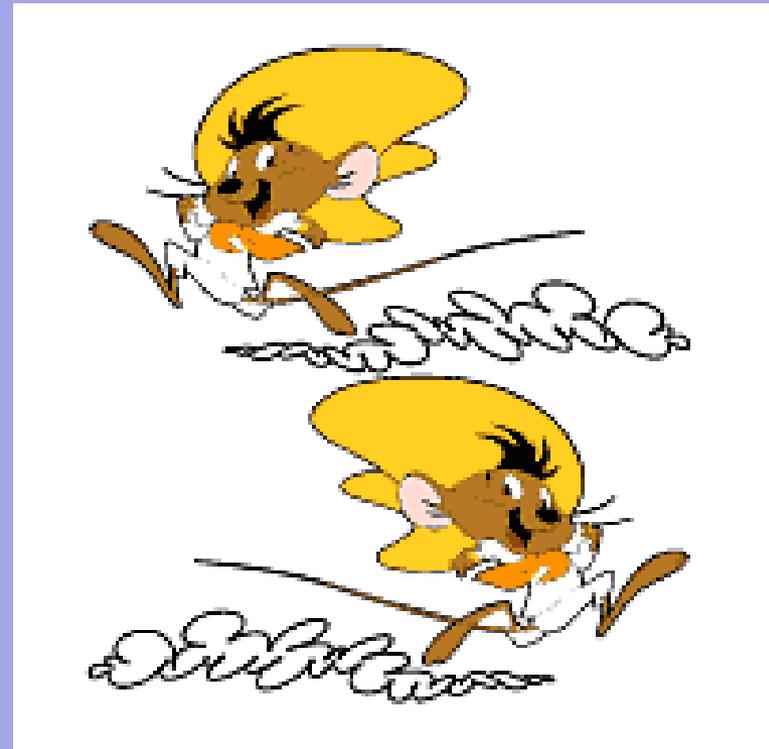
PLANNING AHEAD

- 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 1 in 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





Store Select

Alerts

Shop Exp/People

Products/Prices

Productivity

Shrink

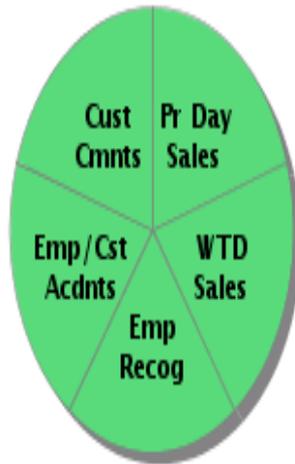
Reports

Alert Dashboard

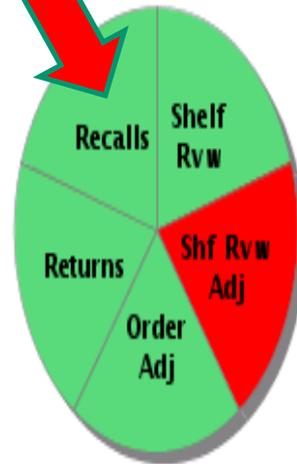


[View Demo](#) [Help](#)

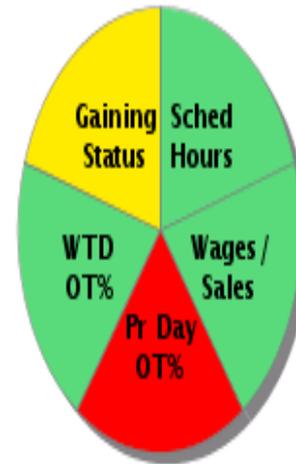
Shopping Experience / People Are Great



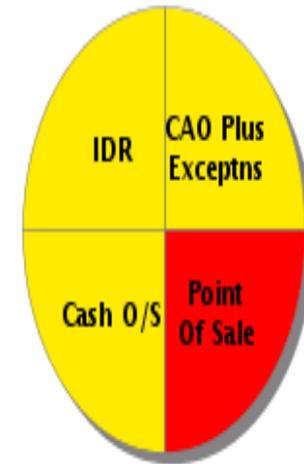
Products I Want / Good Prices



Store Productivity & Expense



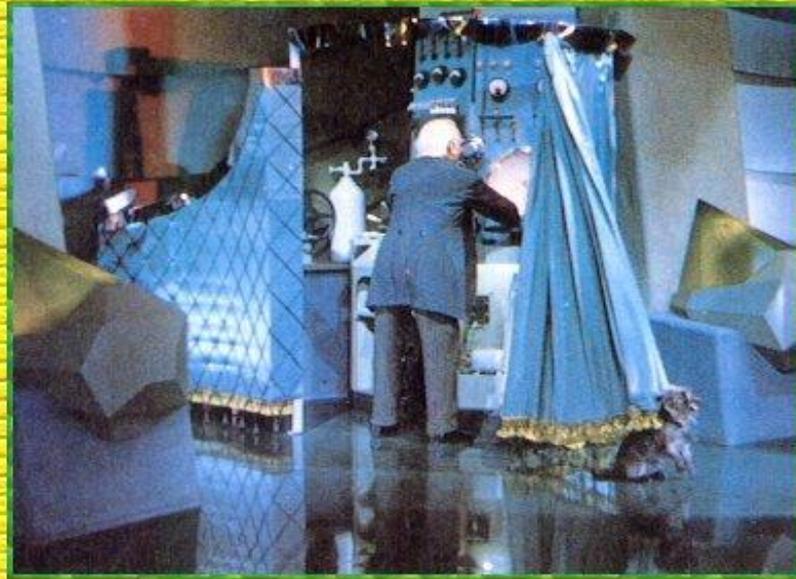
Shrink



Grocery
Manager

Front-End
Managers

Customer
Service
Manager



Department
Manager

Stockers & Cashiers

Grocery
Receiver(s)



Print Select a destination

Recall Maintenance

Recall Number: **r2010070200** Issue Date/ Time: **07/02/2010 08:19 AM** Status: **Current**
Classification Type: **Class I** Due Date/ Time: **07/05/2010 08:19 AM** Close Date/ Time: **MM/dd/yyyy hh:mm a**
Depth Type: **Consumer Level** Confirmation: Product Type: **Perishable**
Manufacturing Type: **National Brand** Manufacturer Name: **Rocky Mountain Natural Meats, Inc.** Initiating Firm: **Rocky Mountain Natural Meats,**

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: CPSC FDA None
 EPA USDA Other

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

Disposition: **Stores & DCs: Destroy**

Create Destruction Certificate at Store:
Create Destruction Certificate at Warehouse:

Point of Sale Interdiction





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



DO NOT LOAD ABOVE THIS LINE

PLEASE USE CARE WHEN LOADING & UNLOADING THIS EQUIPMENT. IF YOU DAMAGE IT IN ANY WAY YOU WILL BE RESPONSIBLE FOR THE COST OF THE REPAIR.

RECEIVER
CHECKS
IN-TRANSIT
LOADS
UPON
DELIVERY



GROCERY MANAGER AND
STOCKERS CHECK DONATIONS
CHARITABLE GIVING

Customer Returns & Resources





WEEKLY ADS FIND STORES Rx REFILLS V.I.P. CARD

- Home
- Great Meals
- Healthy Living
- Fresh Foods
- Gift Center
- Services
- Pharmacy
- In Store
- See All

Search: All Sites

Sign in
Download coupons, view your points and more.

Create an account
Registration is free & easy. Why join?

Sign In and SAVE!

Services

[Recall Information](#)

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[School Programs](#)

[Phone Services](#)

[Partners](#)

[Kroger Persons Finance](#)

[Field Trip Factory](#)

[FrysFood.com](#) > [Services](#) > Recall Information

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

QuickRecall

Recall Maintenance

To view: All 666 - Frys

From: 11/20/2009 To: 11/23/2009 Refresh Table

Recall	Issue Date / Due Date	Classification	Status	Percent Complete	Supplier	First Product in Recall	Mfg. Type	Product Type
	12/09/11/2001 11/23/2009	Class I	Current	11.7%	Unilever	SHEDD'S COUNTRY CROCK SIDE DISH DELUXE CHEDDAR BROCCOLI RICE, 21 OZ.	National Brand	Perishable
Total = 1								

Internal
Buyer

Manufacturer



Distribution Center
Interdiction

Broker
Or
Vendor

OTR Trucking
Company



➤ UPC is “turned off”

➤ “Slot” Audit

➤ Pull/set aside

➤ Check incoming loads





Roll-Up Reporting

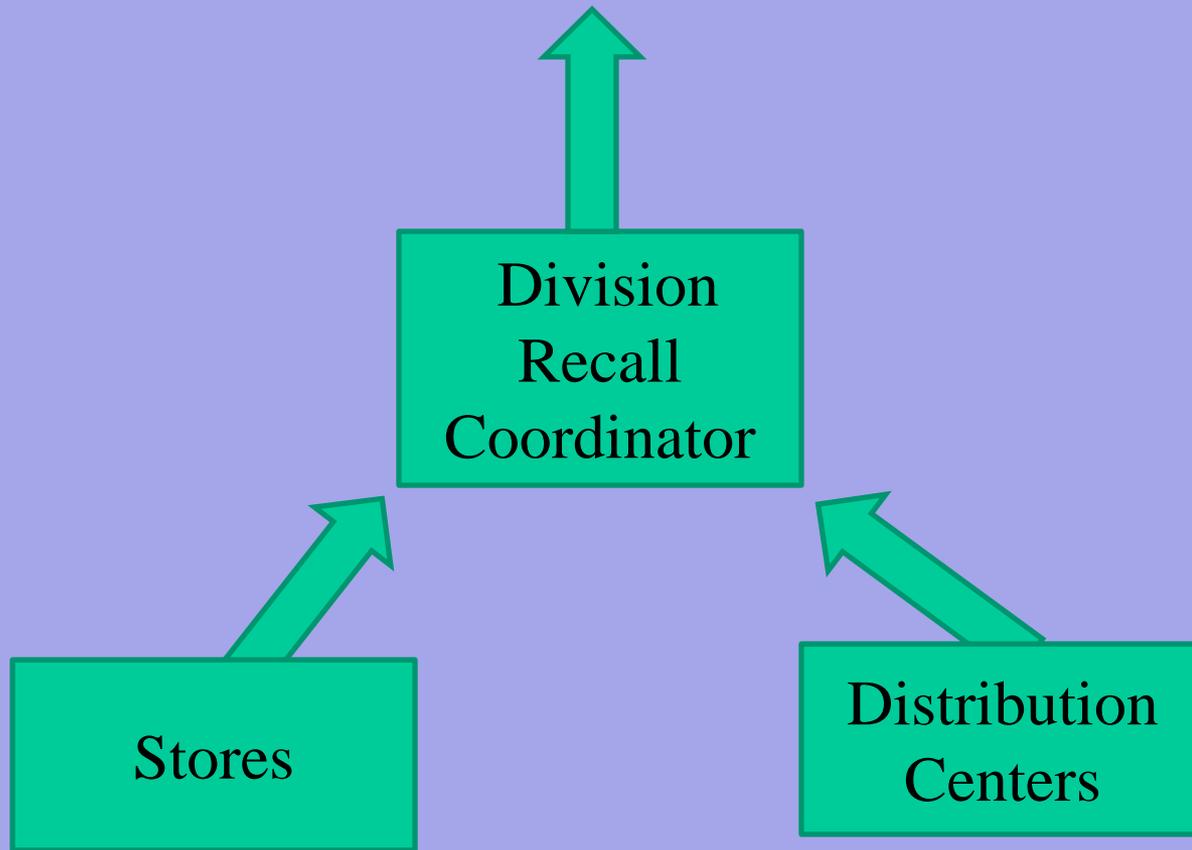
- Quantity
- Disposition
- Labor & costs



Division
Recall
Coordinator

Stores

Distribution
Centers







Your Online Resource for Recalls

Consumer
Products

Motor
Vehicles

Boats

Food

Medicine

Cosmetics

Environmental
Products

The Food and Drug Administration and the US Department of Agriculture share responsibility for food safety:



The **Food and Drug Administration (FDA)** has jurisdiction over recalls involving the following:

- food
- pet & farm animal feed

- [FDA Recalls and Safety Alerts](#)
- [FDA Product Recalls, Alerts, & Warnings Archive](#)
- [Sign up for FDA's Recall Subscription List](#)
- [Sign up for Free FDA E-mail Updates](#)



The **Food Safety and Inspection Service (FSIS)** of the U.S. Department of Agriculture (USDA) inspects and regulates the following:

- meat
- poultry products
- eggs

- [FSIS Recall Information Center](#)
- [Active FSIS Recalls](#)
- [Archived FSIS Recalls](#)
- [Sign up for USDA's e-mail subscription service](#)

<http://www.recalls.gov/food.html>

http://www.fsis.usda.gov/FSIS_RECALLS/



3RD Party Subscriptions

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

Disclaimer: Not an endorsement



Questions?