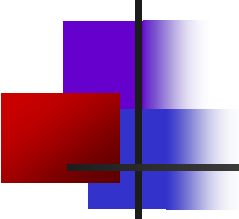


Communicating with Consumers on Recalls: Food Processors' Perspective



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Presented at Farm Foundation Forum
2008

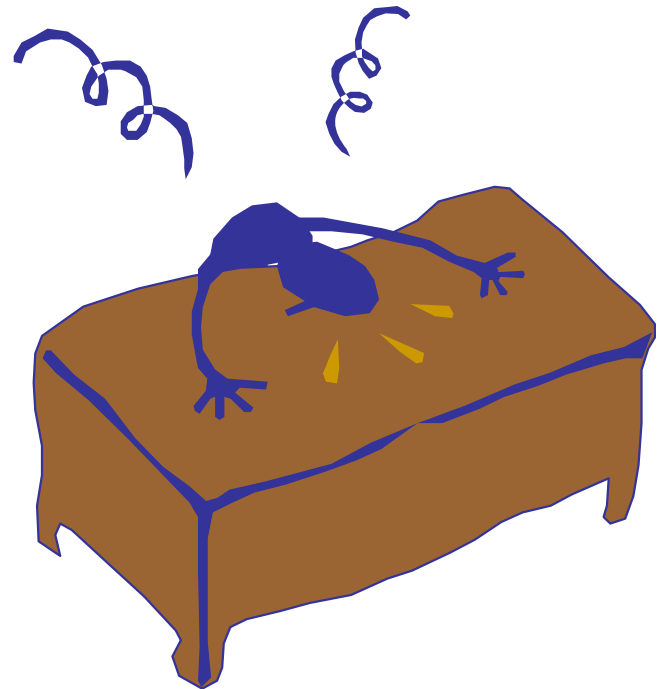


The best way to address a recall is not to have one by anticipating problems and taking steps to prevent them.



Recall Communication Plan

- Develop in advance of recall!
- Part of recall management plan





But...

- Mistakes happen!



OOPS!

We can never eliminate all the reasons why we have recalls.



What Consumers Need

- Information to identify and dispose of product in their possession that is being recalled
 - Brand name
 - Container size
 - Production code
 - Picture of the label is useful
- Clear explanation of the risk

What Consumers Need

- To know that the company cares about the well-being of their customers





What Industry Needs

- To have consumers respond to the recall notification by correctly identifying the product of concern
- To have consumers follow the instructions in the recall notice about what to do with the product



Questions to address:

- Why don't consumers heed recall notices?
- How can we target recall messages in a way that gets consumers to respond?
- What is the best way to deliver a notice to consumers so they will know about recalled products?

Why don't consumers heed warnings?

- TOO MANY RECALLS!
- Consumers are “tuning out.”
- Recall notices do not adequately distinguish between low risk and high risk recalled products.
 - At least not in a way that the consumer responds appropriately



Targeting Messages

- Should we have different approaches for recalls presenting different risks?
- How do we inform but not alarm?
- How do we convey a sense of urgency when needed?



Delivering Messages

- How do we best reach the purchaser or actual consumer with the product?
 - Everyone doesn't read the newspaper
 - Everyone doesn't watch TV
 - Everyone doesn't do the shopping
 - Everyone doesn't use (or have access to) the Internet (really!)



Delivering Messages

- Press releases (newspaper, TV, radio)
- Store notification
 - Site of purchase posting
 - e-mail or phone purchasers (store buying card)
- Websites
 - FAAN
 - FSIS
 - FDA
 - www.recalls.gov

Do consumers need the location of purchase?

- Consignee lists can be misleading
 - Not timely
 - It takes time to build a list
 - How many times would/should consumers check the list?
 - Not accurate
 - List stores that did not get product – retailers list all stores from DC
 - Diversion
 - Mom & Pop stores purchasing from club stores
- Do consumers always know where they purchased an item?



Going forward

- We need to educate consumers to promptly utilize the information that is provided in recall communications from FSIS or FDA or a company when a recall is announced and check their cupboards, refrigerators or freezers for recalled product.



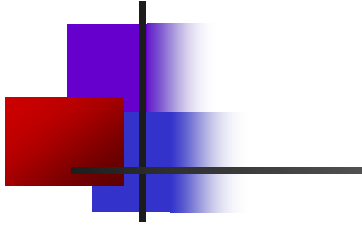
Going Forward

- We need to be more judicious in the use of public notification.
- We need to find a better way to inform consumers of recalls that
 - Pose a risk to public health
 - Do NOT pose a risk to public health
- We need to avoid “precautionary recalls” (yet hold company accountable)



Going Forward

- Educate consumers where to easily and quickly find the information they need to properly identify recalled product.
- Educate consumers on words intended to convey risk.
- Determine how consumers want to be notified of recalled product and implement effective notification measures.



Thank you!

