FOOD RECALL TASKS AND TIMELINE FOR FOOD BUSINESSES

	Let your customers know	Notify government	Let the public know (for consumer-level recalls)
ASAP	☐ stop the product's distribution and sale: **identify your customers** (who you have supplied the product to) ☐ **advise** your customers of the recall and what they need to do (i.e.: remove product from retail sale)	☐ notify your **local food enforcement agency** - confirm whether a recall is needed and what level is needed ☐ notify **FSANZ** - call the recall coordinator and provide recall information	☐ decide **how to communicate** to the public (media release, website, social media, point of sale notice, etc.)
2-4 hrs	☐ confirm instructions in **writing**, including all information about the product and a photo if possible	☐ fill out the **Food Recall Report** (available on FSANZ website) and email to food.recalls@foodstandards.gov.au ☐ include details on the product, the problem, where it was manufactured and sold, etc. ☐ provide FSANZ with a **distribution list** of all customers (with names, contact details, addresses) ☐ provide a draft **recall notice** or press advertisement to FSANZ to check before going public	☐ organise a **media contact person** to handle enquiries ☐ develop a **Q&A** sheet if appropriate ☐ set up a **hotline** or brief reception to answer public or media enquiries ☐ **rehearse** answers to tricky questions ☐ **post** communication contacts on website/social media
24 hrs	☐ confirm arrangments for **retrieving** the recalled product from the market place	☐ confirm with food enforcement agency arrangments on how recalled product will be **disposed** of	☐ **Place press adverticement** in relevant newspapers ☐ **place point-of-sale notice** in store(s) ☐ **post social media and website** notices
Post recall	☐ keep **records** of how much product was recovered	☐ provide **interim recall report** (2 weeks' post-recall) to FSANZ ☐ provide **final recall report** (4 weeks' post-recall) to FSANZ	