



Georgia Department of Agriculture

Gary W. Black, Commissioner

19 Martin Luther King Jr. Drive, SW • Atlanta, Georgia 30334-4201

www.agr.georgia.gov

Recall Operations: Guidance for Industry

The impact of a recall on your business can be minimized by having an efficient, organized and expedited response. In cooperation with the Georgia Department of Agriculture (GDA), U.S. Food and Drug Administration (FDA) and/or U.S. Department of Agriculture Food Safety Inspection Service (USDA FSIS), you will be able to work through the recall process. This document is intended to provide general guidance on executing and recovering from a recall. Several steps outlined on this document may take place concurrently.

Important Contacts:

State Contacts:

Natalie Adan, GDA
Food Safety Director
404-657-4801

Natalie.Adan@agr.georgia.gov

Craig Nielsen, GDA
Regulatory Affairs Manager
404-656-3627

Craig.Nielsen@agr.georgia.gov

FDA Contacts:

CDR Christopher T. Smith, US FDA
State Liaison, Atlanta District
404-253-2238

Christopher.Smith@fda.hhs.gov

Arnold Best, US FDA
Recall Coordinator, Atlanta District
404-253-1293

Arnold.Best@fda.hhs.gov

USDA Contact:

Rick Halteman, USDA FSIS
District Case Specialist
Atlanta District
404-562-5900

Rick.Halteman@fsis.usda.gov

Reporting the Recall

- Within the **first 24 hours:**
 - If a finished product/ingredient sample has tested positive (*even if* the product is still in your control) contact the GDA at 404-657-4801 or positiveresult@agr.georgia.gov.
 - Complete a Reportable Food Registry (RFR) using your facility's food registry number online at www.fda.gov/food/complianceenforcement/rfr/. Some fields may be left blank initially and amended later as more information becomes available. For help, contact RFRSupport@fda.hhs.gov or RFRTechSupport@fda.hhs.gov.
- Make direct contact with the GDA, FDA and/or USDA Atlanta District. Be prepared to provide information about the current status of your product, nature of the recall, any distribution information that is available, etc.
- A Recall Coordinator will work with you on recall operations and will provide assistance in drafting a public notification about the recall. Things to include: Product descriptions, distribution, sizes, lot codes, types of packaging, etc.



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The Recall Investigation

Prompt identification of any affected products and source(s) of contamination means a reduced scope of the recall and time to product withdraw. Helping your regulatory officials will help ensure an efficient and effective recall.

- Help the federal and state inspectors obtain the following:
 - Scope of the recall, which ensures the recall is not too broad (leading to additional losses) or too narrow (requiring subsequent or expanded recalls).
 - Up-to-date inventory for finished product, in-process material and/or raw materials present in your facility.
 - Up-to-date distribution, including a list of customers who received the product (could be sales records, shipping manifests, invoices or other business documents). This information is classified as proprietary and is protected from disclosure.
- Provide assistance and education to the federal and state regulatory personnel about the meaning of product or lot codes used in your facility. The more rapidly specific products or lots affected are catalogued, the more rapidly the recall can be concluded.

Public Notification

Your public notification campaign will be an integral part of the product correction/withdraw. Prompt, forthcoming communication with the public will protect your business and hasten the recovery process.

- Work with the FDA or USDA Recall Coordinator to draft a recall press release notifying the public.
- Include as much information as possible about:
 - Product name
 - Packaging description, size, UPC and/or lot code information
 - The reason behind the recall, including the contaminant of concern
 - Areas of distribution
 - Disposal instructions and availability for refunds
- While FDA and USDA will release their own press release, every opportunity will be given to allow the firm to release the information first.

Restoration and Recovery

Once the recall is initiated, begin planning your restoration, recovery and strategy to prevent future occurrences. The GDA will provide support, approval and verification for your restoration and recovery process. FDA and USDA will also be available during this phase and throughout the recall process.