

FOOD RECALLS



**Agriculture
and Markets**

Revised March 2, 2021

WHY RECALL

A RECALL IS INITIATED TO REMOVE PRODUCT FROM COMMERCE WHEN THERE IS REASON TO BELIEVE IT MAY BE ADULTERATED OR MISBRANDED.

RECALL CLASSIFICATION

“RECALL CLASSIFICATION” MEANS THE NUMERICAL DESIGNATION, i.e., I, II, OR III, ASSIGNED TO A PARTICULAR PRODUCT RECALL TO INDICATE THE RELATIVE DEGREE OF HEALTH HAZARD PRESENTED BY THE PRODUCT BEING RECALLED.

MOST RECALLS ARE VOLUNTARILY CONDUCTED

THIS DEPARTMENT CANNOT MANDATE A FIRM TO INITIATE A RECALL ON A PRODUCT. UNDER SECTION 206 OF THE FEDERAL FSMA REGULATION, FDA DOES HAVE MANDATORY RECALL AUTHORITY.

RECALL CLASSIFICATION

CLASS I

A SITUATION WHERE REASONABLE PROBABILITY EXISTS THAT THE USE OF, OR EXPOSURE TO, A VIOLATIVE PRODUCT WILL CAUSE SERIOUS ADVERSE HEALTH CONSEQUENCES OR DEATH.

EXAMPLES OF CLASS I RECALL SITUATIONS

- ◆ **LISTERIA MONOCYTOGENES**
- ◆ **CONFIRMED CLOSTRIDIUM BOTULINUM**
- ◆ **E. COLI O157:H7**
- ◆ **ALL SALMONELLA IN READY-TO-EAT FOODS**
- ◆ **UNDECLARED PEANUTS**
- ◆ **UNDECLARED TREE NUTS**
(PECANS, HAZELNUTS OR FILBERTS, WALNUTS, CASHEWS AND BRAZIL NUTS)
- ◆ **UNDECLARED EGGS** *(250 ppm or greater)*
(PROTEIN, ALBUMEN, YOLK, ETC.)
- ◆ **UNDECLARED FISH**
- ◆ **UNDECLARED MILK PROTEINS** *(150 ppm or greater except for Dark Chocolate which will be 600 ppm or greater)*
- ◆ **UNEVISCERATED FISH** *(KAPCHUNKA)*
- ◆ **UNDECLARED SULFITES**
(10 MG. OR MORE PER SERVING)
- ◆ **UNDECLARED SHELL FISH**
(CRUSTACEANS AND MOLLUSKS)
- ◆ **UNDECLARED SOY** *(SOYBEANS, SOY PROTEIN, AND SOY FLOUR; DOES NOT INCLUDE SOY OIL)*
- ◆ **LEAD LEVELS** *(ABOVE 25 PPM)*

HEALTH HAZARD EVALUATION GUIDELINES for UNDECLARED SULFITES

The consumption of 10 mg or more of sulfites per serving has been reported to elicit reactions in some asthmatics who have been given such challenge doses. It is probable that a severe anaphylactic shock could occur in certain sulfite sensitive individuals upon ingesting 10 mg or more of sulfites.

The absolute minimum challenge dose of sulfites that has been reported to elicit a reaction and pose a hazard to health in exquisitively sensitive individuals is 3.7 mg.

<u>MG SULFITE CONSUMPTION PER SERVING</u>	<u>HEALTH HAZARD EVALUATION</u>	<u>RECALL CLASS</u>
10 mg or more	Acute - Life threatening hazard	I
3.7 - 9.9 mg	Moderate - Acute	II
Less than 3.7 mg	None	III

CALCULATIONS OF SULFITE DOSE:

Sulfite results are usually reported as parts-per-million (*ppm*).

$$1 \text{ ppm} = \frac{1 \text{ microgram}}{\text{gram}} = \frac{0.001 \text{ mg}}{\text{gm}}$$

To convert ppm results to mg/gm results, divide ppm results by 1000.

Example A: Pears in 16 ounce container contain 125 ppm undeclared sulfites
Serving Size: Assume 4 ounces
Dose: $\frac{125 \text{ ppm}}{1000} = \frac{0.125 \text{ mg}}{\text{gm}} \times 4 \text{ oz} \times \frac{28.4 \text{ gm}}{\text{oz}} = 14.2 \text{ mg}$

Example B: Orange drink in gallon container contains 12.5 ppm of undeclared sulfites
Serving Size: Assume 6 ounces
Grams of drink per serving - $6 \text{ oz} \times \frac{28.4 \text{ gm}}{\text{oz}} = 170.4 \text{ gm}$
Mg sulfite serving = $\frac{12.5 \text{ ppm}}{1000} \times 170.4 = 2.13 \text{ mg}$

If the orange drink was in a 12 or 16 ounce container, we would assume that the entire contents would be consumed as one serving. The 12-ounce container would give a sulfite dose of 4.26 mg, while the 16-ounce container would give 5.68 mg.

TABLE 1.—REFERENCE AMOUNTS CUSTOMARILY CONSUMED PER EATING OCCASION: INFANT AND TODDLER FOODS

Product category	Reference amount
Cereals, dry instant.....	15 g.....
Cereals, prepared, ready-to-serve	110 g.....
Other cereal and grain products, dry ready-to-eat, e.g., ready-to-eat cereals, cookies, teething biscuits and toasts.	7 g for infants and 20 g for toddlers for ready-to-eat cereals; 7 g for all others.
Dinners, desserts, fruits, vegetables or soups, dry mix.	15 g.....
Dinners, desserts, fruits, vegetables or soups, ready-to-serve, junior type.	110 g.....
Dinners, desserts, fruits, vegetables or soups, ready-to-serve, strained type.	60 g.....
Dinners, stews or soups for toddlers, ready-to-serve.	170 g.....
Fruits for toddlers, ready-to-serve	125 g.....
Vegetables for toddlers, ready-to-serve.....	70 g.....
Eggs/egg yolks, ready-to-serve	55 g.....
Juices, all varieties	120 ml.....

Conversion Reference

1 gram = 0.035 ounce

1 dram = 3.888 grams

1 fluidounce = 8 fluidrams

1 tablespoon = 4 fluidrams (1/2 fluidounce)

TABLE 2.—REFERENCE AMOUNTS CUSTOMARILY CONSUMED PER EATING OCCASION: GENERAL FOOD SUPPLY

Product Category	Reference Amount
Bakery products:	55 g
Biscuits, croissants, bagels, tortillas, soft bread sticks, soft pretzels, corn bread, hush puppies.	
Breads (excluding sweet quick type), rolls.	50 g
Bread sticks - see crackers
Toaster pastries - see coffeecakes
Brownies	40 g
Cakes, heavy weight (cheese cake; pineapple upside-down cake; fruit, nut and vegetable cakes with more than or equal to 35 percent of the finished weight as fruit, nuts, or vegetables or any of these combined).	125 g
Cakes, medium weight (chemically leavened cake with or without icing or filling except those classified as light weight cake; fruit, nut and vegetable cake with less than 35 percent of the finished weight as fruit, nuts or vegetables or any of these combined; light weight cake with icing; Boston cream pie; cupcake; éclair; cream puff).	80 g
Cakes, light weight (angel food, chiffon or sponge cake without icing or filling).	55 g
Coffeecakes, crumb cakes, doughnuts, Danish, sweet rolls, sweet quick breads, muffins, toaster pastries	55 g
Cookies	30 g
Crackers that are usually not used as snack, melba toast, hard bread sticks, ice cream cones.	15 g
Crackers that are usually used as snacks.	30 g
Croutons	7 g
French toast, pancakes, variety mixes.	110 g prepared for French toast and pancakes; 40 g dry mix for variety mixes.

Grain-based bars with or without filling or coating, e.g., breakfast bars, granola bars, rice cereal bars.	40 g
Ice cream cones - see crackers
Pies, cobblers, fruit crisps, turnovers, and other pastries.	125 g
Pie crust	1/6 of 8-inch crust; 1/8 of 9-inch crust
Pizza crust	55 g
Taco shells, hard	30 g
Waffles.....	85 g
Beverages:	
Carbonated and noncarbonated beverages, wine coolers, water.	240 mL
Coffee or tea, flavored and sweetened.	240 mL prepared
Cereal and Other Grain Products:	
Breakfast cereals (hot cereal type), hominy grits	1 cup prepared; 40 g plain dry cereal; 55 g flavored, sweetened dry cereal
Breakfast cereals, ready-to-eat, weighing less than 20 g per cup; e.g. plain puffed cereal grains	15 g.....
Breakfast cereals, ready-to-eat weighing 20 g or more but less than 43 g per cup; high fiber cereals containing 28 g or more of fiber per 100 g.	30 g
Breakfast cereals, ready-to-eat, weighing 43 g or more per cup; biscuit types.	55 g
Bran or wheat germ	15 g
Flours or cornmeal	30 g
Grains, e.g., rice, barley, plain	140 g prepared; 45 g dry
Pastas, plain	140 g prepared; 55 g dry
Pastas, dry, ready-to-eat, e.g., fried canned chow mein noodles.	25 g
Starches, e.g., cornstarch, potato starch, tapioca, etc.	10 g
Stuffing	100 g
Dairy Products and Substitutes:	
Cheese, cottage	110 g
Cheese used primarily as ingredients, e.g., dry cottage cheese, ricotta cheese.	55 g
Cheese, grated hard, e.g., Parmesan, Romano.	5 g
Cheese, all others except those listed as separate categories - includes cream cheese and cheese spread.	30 g

Cheese sauce - see sauce category	
Cream or cream substitutes, fluid	15 mL
Cream or cream substitutes, powder.....	2 g.....
Cream, half & half	30 mL
Eggnog	120 mL
Milk, condensed, undiluted	30 mL
Milk, evaporated, undiluted	30 mL
Milk, milk-based drinks, e.g., instant breakfast, meal replacement, cocoa.	240 mL
Shakes or shake substitutes, e.g., dairy shake mixes, fruit frost mixes.	240 mL
Sour cream	30 g.....
Yogurt	250 g.....
Desserts:	
Ice Cream, ice milk, frozen yogurt, sherbet: all types, bulk and novelties (e.g. bars, sandwiches, cones).	1/2 cup-includes the volume for coatings and wafers for the novelty- type varieties.
Frozen flavored and sweetened ice and pops, frozen fruit juices: all types, bulk and novelties (e.g. bars, cups)	85 g
Sundaes	1 cup
Custards, gelatin or pudding	1/2 cup
Dessert Toppings and Fillings:	
Cake frostings or icings	35 g.....
Other dessert toppings, e.g. fruits, syrups, spreads, marshmallow cream, nuts, dairy and nondairy whipped toppings.	2 tbsp.
Pie fillings	85 g.....
Egg and Egg Substitutes:	
Egg mixtures, e.g. egg foo young, scrambled eggs, omelets.	110 g.....
Eggs (all sizes)	50 g.....
Egg substitutes	An amount to make 1 large (50 g) egg
Fats and Oils:	
Butter, margarine, oil, shortening	1 tbsp.
Butter replacement, powder	2 g.....
Dressings for salads	30 g
Mayonnaise, sandwich spreads, mayonnaise- type dressings.	15 g.....
Spray types	0.25 g.....
Fish, Shellfish, Game Meats, and Meat or Poultry Substitutes:	
Bacon substitutes, canned anchovies, anchovy pastes, caviar.	15 g.....
Dried, e.g., jerky	30 g.....
Entrees with sauce, e.g., fish with cream sauce, shrimp with lobster sauce.	140 g cooked
Entrees without sauce, e.g., plain or fried fish and shellfish, fish and shellfish cake.	85 g cooked; 110 g uncooked

Fish, shellfish or game meat, canned.	55 g
Substitute for luncheon meat, meat spreads, Canadian bacon, sausages and frankfurters.	55 g
Smoked or pickled fish, shellfish or game meat; fish or shellfish spread.	55 g
Substitutes for bacon bits – see miscellaneous category.	
Fruits and Fruit Juices:	
Candied or pickled	30 g
Dehydrated fruits – see snacks category.	
Dried	40 g
Fruits for garnish or flavor, e.g., maraschino cherries	4 g
Fruit relishes, e.g. cranberry sauce, cranberry relish.	70 g
Fruits used primarily as ingredients, avocado.	30 g
Fruits used primarily as ingredients, others (cranberries, lemon, lime)	55 g
Watermelon	280 g
All other fruits (except those listed as separate categories), fresh, canned or frozen.	140 g
Juices, nectars, fruit drinks ..	240 mL
Juices used as ingredients, e.g. lemon juice, lime juice.	5 mL
Legumes:	
Bean cake (tofu), tempeh	85 g
Beans, plain or in sauce	130 g for beans in sauce or canned in liquid and refried beans prepared; 90 g for others prepared; 35 g dry.
Miscellaneous category:	
Baking powder, baking soda, pectin	1 g
Baking decorations, e.g. colored sugars and sprinkles for cookies, cake decorations.	1 tsp. or 4 g if not measurable by teaspoon
Batter mixes, bread crumbs	30 g

Cooking wine	30 mL
Dietary supplements not in conventional food recommended, form.	The maximum amount
	as appropriate, on the label for consumption per eating occasion or in the absence of recommendations, 1 unit; e.g. tablet, capsule, packet, teaspoonful, etc.
Drink mixers (without alcohol)	Amount to make 240 mL drink (without ice).
Chewing gum	3 g
	Amount to make one reference amount of final dish.
Meat, poultry and fish coating mixes, dry; seasoning mixes, dry, e.g., chili seasoning mixes, pasta salad seasoning mixes.	7 g
Salad and potato toppers, e.g., salad crunchies, salad crispins, substitutes for bacon bits.	1 g :
Salt, salt substitutes, seasoning salts (e.g. garlic salt).	1/4 tsp. or 0.5 g if not measurable by teaspoon.
Spices, herbs (other than dietary supplements).	
Mixed Dishes:	
Measurable with cup, e.g. casseroles, hash, macaroni and cheese, pot pies, spaghetti with sauce, stews, etc.	1 cup
Not measurable with cup, e.g., burritos, egg rolls, enchiladas, pizza, pizza rolls, quiche, all types of sandwiches.	140 g, add 55 g for products with gravy or sauce topping, e.g. enchilada with cheese sauce, crepe with white sauce.
Nuts and Seeds:	
Nuts, seeds and mixtures, all types: sliced, chopped, slivered and whole	30 g
Nut and seed butters, pastes or creams.	2 tbsp.
Coconut, nut and seed flours	15 g
Potatoes and Sweet Potatoes/Yams:	
French fries, hash browns, skins or pancakes.	70 g prepared; 85 g for frozen unprepared French fries.
Mashed, candied, stuffed or with sauce.	140 g
Plain, fresh, canned or frozen	110 g for fresh or frozen; 125 g
for	vacuum-packed; 160 g for canned in liquid.
Salads:	
Gelatin salad	120 g
Pasta or potato salad	140 g
All other salads, e.g., egg, fish, shellfish, bean, fruit or vegetable salads.	100 g
Sauces, Dips, Gravies and Condiments:	
Barbecue sauce, hollandaise sauce, tartar sauce, other sauces for dipping (e.g., mustard sauce, sweet and sour cream), all dips (e.g., bean dips, dairy-based dips, salsa).	2 tbsp.
Major main entree sauces, e.g., spaghetti sauce.	125 g
Minor main entree sauces (e.g., pizza sauce, pesto sauce), other sauces used as toppings (e.g., gravy, white sauce, cheese sauce), cocktail sauce.	1/4 cup

Major condiments, e.g., catsup, steak sauce, soy sauce, vinegar, teriyaki sauce, marinades.	1 tbsp.....
Minor condiments, e.g., horseradish, hot sauces, mustards, Worcestershire sauce.	1 tsp.....
Snacks:	
All varieties, chips, pretzels, popcorns, extruded snacks, fruit-based snacks (e.g., fruit chips.) grain-based snack mixes.	30 g.....
Soups:	
All varieties	245 g.....
Sugars and Sweets:	
Baking candies (e.g., chips)	15 g.....
Hard candies, breath mints	2 g
Hard candies, roll-type, mini-size in dispenser packages.	5
Hard candies, others	15 g.....
All other candies	40 g.....
Confectioner's sugar	30 g
Honey, jams, jellies, fruit butter, molasses.	1 tbsp.
Marshmallows	30 g.....
Sugar	4 g.....
Sugar substitutes	An amount equivalent to one reference amount for sugar in sweetness.
Syrups	30 mL for syrups used primarily as an ingredient (e.g. light or dark corn syrup); 60 mL for all others.
Vegetables:	
Vegetables primarily used for garnish or flavor, e.g., pimento, parsley.	4 g.....
Chili pepper, green onion	30 g.....
All other vegetables without sauce: fresh, canned or frozen.	85 g for fresh or frozen; 95 g for vacuum packed; 130 g for canned in liquid, cream-style corn, canned or stewed tomatoes, pumpkin or winter squash.
All other vegetables with sauce: fresh, canned or frozen.	110 g.....
Vegetable juice	240 mL
Olives	15 g
Pickles, all types.....	30 g
Pickle relishes	15 g
Vegetable pastes, e.g. tomato paste	30 g
Vegetable sauces or purees, e.g. tomato sauce, tomato puree.	60 g.....

RECALL CLASSIFICATION

CLASS II

A SITUATION IN WHICH USE OF, OR EXPOSURE TO, A VIOLATIVE PRODUCT MAY CAUSE TEMPORARY OR MEDICALLY REVERSIBLE ADVERSE HEALTH CONSEQUENCES OR WHERE THE PROBABILITY OF SERIOUS ADVERSE HEALTH CONSEQUENCES IS REMOTE.

EXAMPLES OF CLASS II RECALL SITUATIONS

- ◆ **NON FD&C CERTIFIED COLORS** (*E DESIGNATIONS*)
AND UNDECLARED FD&C YELLOW #5 AND #6
- ◆ **ALL UNDECLARED CERTIFIED COLORS**
- ◆ **BOTULINUM POTENTIAL**
- ◆ **NORWALK VIRUS** (*SEAFOOD*)
- ◆ **UNDECLARED SULFITES** (*3.7 - 9.9 MG. PER SERVING*)
- ◆ **UNDECLARED WHEAT, OATS, CORN OR SESAME SEEDS.**
- ◆ **UNAPPROVED ADDITIVES/ INGREDIENTS**
(*I.E., COUMARIN, NITRITES IN CERTAIN SPECIES OF FISH, PONCEAU 4R, ARTIFICIAL SWEETNER, ALCOHOL, INDUSTRIAL DYES*)
- ◆ **NOT SHELF-STABLE** (*REQUIRES REFRIGERATION*)
- ◆ **LEAD CONTAMINATION** (*LEVELS BELOW 25 PPM BUT GREATER THAN 1PPM*)
- ◆ **HEAVY METAL CONTAMINATION** (*SPECIFIC LEVELS VARY BASED ON PRODUCT AND INDIVIDUAL METAL*)

RECALL CLASSIFICATION

CLASS III

A SITUATION IN WHICH USE OF, OR EXPOSURE TO, A VIOLATIVE PRODUCT IS NOT LIKELY TO CAUSE ADVERSE HEALTH CONSEQUENCES.

EXAMPLES OF CLASS III RECALL SITUATIONS

- ◆ **DECOMPOSITION**
- ◆ **FILTH**
- ◆ **MOLD CONTAMINATION**
- ◆ **UNDECLARED SULFITES**
(LESS THAN 3.7 MG. PER SERVING)
- ◆ **MINOR LABELING PROBLEMS**
*(I.E., FORMAT, NO ENGLISH LABELING,
UNDECLARED INGREDIENTS - NOT ALLERGENS,
ETC.)*
- ◆ **ECONOMIC FRAUD** *(I.E., SHORTWEIGHT,
MISBRANDING OF PRODUCT QUALITY OR
PRODUCTS FAILING TO MEET STANDARD OF
IDENTITY)*

RECALL LETTER REQUIREMENTS

- 1. URGENT FOOD RECALL**
- 2. RECALLING FIRM'S NAME, ADDRESS, PHONE NO.**
- 3. NAME OF PRODUCT(S) BEING RECALLED**
- 4. PRODUCT PACKAGING TYPE AND CONTAINER SIZE**
- 5. PRODUCT MANUFACTURED/DISTRIBUTED BY**
- 6. CONTAINER CODE, INCLUDING SELL BY OR USE BY DATE AFFECTED BY THE RECALL**
- 7. REASON FOR THE RECALL**
- 8. DISPOSITION OF THE RECALLED PRODUCT**
- 9. SUB RECALL ACTION**
- 10. REQUESTED RESPONSE**

MODEL RECALL LETTER TO BE SENT BY RECALLING FIRM TO ACCOUNTS

Name, Address, & Telephone
Number of Recalling Firm

Date

CERTIFIED MAIL or via Email

Name & Address
of Customer

URGENT RECALL LETTER *(Bold Print)*

Dear Customer:

Our firm is voluntarily recalling (**brand/name of product**) due to (**reason for recall**). *The product is packaged in a (size) (container description including UPC code, product code and manufacturer or distribution information if not recalling firm).*

Our records show that your firm purchased (**amount**) case(s) of above product from us in the past (**months/years**). We would like you to discontinue selling your existing stock of (**brand/name of product**) and return the recalled product to (**indicate name of firm's contact person**) as soon as possible. In addition, if you have further distributed this product, please identify your customers and notify them at once of this product recall.

In order to advise the (**regulatory authority**) about the effectiveness of this recall, please inform us of the quantity of the above product on hand immediately after you received this recall letter. Please sign and email to (**email address**) or FAX (**FAX number**) this letter back to us as soon as possible.

Thank you for your cooperation in this recall. If you have any question regarding this recall, please feel free to contact (**firm's contact person**) at (**contact person's telephone number**).

*(This space would contain dual
language portion of the letter)*

Quantity on Hand: _____ **Cases/Cans/Packages** *(Circle One)*

(Store Owner's Name)

(Signature)

Sincerely,

(Recall Firm Representative)

Effectiveness checks and Audit checks

Effectiveness checks and audit checks are a means of verifying that a recalling firm's consignees have received notification about a recall and have taken appropriate action. The recalling firm will ordinarily be responsible for conducting recall effectiveness checks. Regulatory agencies will ordinarily be responsible for conducting recall audit checks.

The number of the audit or effectiveness checks that should be conducted depends on the identified risk factors associated with the recalled product. A higher percentage of firms should be contacted for effectiveness or audit checks when there is a higher number of risk factors associated with the product and/or recall.

Risk factors that must be considered when deciding the appropriate level of checks include, but are not limited to:

- the mortality or morbidity rates associated with the reason for recalling the product;
- whether or not the product is intended to be served to high risk populations such as infants or immune compromised individuals;
- information from consignees of the recalled product indicates (sufficient) notification concerning the recall was not received;
- depth of the recall (product distribution was limited to warehouses or was sold at retail to consumers);
- the type of recall action requested such as return, field correction, or destruction;
- the number of accounts receiving the product;
- response to recall letters from the accounts indicate product disposition;
- product shelf life and usual consumer use (could be product stored for long periods of time in a consumer's home).
- Ineffective recall action as evidenced by initial level of audit checks conducted by inspection staff.

EFFECTIVENESS CHECKS

- ◆ **CONDUCTED BY THE
RECALLING FIRM**

- ◆ **LEVEL DETERMINED
BY HEALTH HAZARD**

AUDIT CHECKS

- ◆ **CONDUCTED BY
REGULATORY AGENCY**

- ◆ **LEVEL DETERMINED
BY HEALTH HAZARD**

EFFECTIVENESS AUDIT CHECKS

LEVEL A - 100 % OF USERS CONTACTED

LEVEL B - 10 - 100% OF USERS CONTACTED

LEVEL C - 10% OF USERS CONTACTED

LEVEL D - 2% OF USERS CONTACTED

LEVEL E - NO EFFECTIVENESS CHECKS

GOVERNMENT OFFICES

NYS DEPARTMENT OF AGRICULTURE AND MARKETS

(For Recall Information)

ALBANY:	Division of Food Safety and Inspection 10B Airline Drive Albany, New York 12235	(518) 457-4492
BROOKLYN:	Division of Food Safety and Inspection 55 Hanson Place – 3rd Floor Brooklyn, New York 11217-1583	(718) 722-2876
BUFFALO:	Division of Food Safety and Inspection 535 Washington Street Suite 303 Buffalo, New York 14203	(716) 847-3185
ROCHESTER:	Division of Food Safety and Inspection 1530 Jefferson Road Rochester, New York 14467	(585) 427-2273
SYRACUSE:	Division of Food Safety and Inspection New York State Fairgrounds 581 State Fair Blvd. Syracuse, New York 13209	(315) 487-0852

U.S. FOOD AND DRUG ADMINISTRATION

**FDA DIVISION OF HUMAN AND ANIMAL FOOD OPERATIONS EAST 1 RECALL
COORDINATOR:**

orahafeast1recalls@fda.hhs.gov

<https://www.fda.gov/safety/industry-guidance-recalls/ora-recall-coordinators>

ASSOCIATED PRESS

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ALBANY: (518) 458-7821
(518) 438-5891 FAX
apalbany@ap.org

BUFFALO: (716) 852-1051
(716) 852-1452 FAX

NEW YORK CITY: (212) 621-1500
(212) 621-1679 FAX
apnyc@ap.org

**WASHINGTON, D.C.
(National Recalls)** (202) 776-9429
(202) 776-9570
wcdesk@ap.org

Listeria monocytogenes

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE

DATE

COMPANY CONTACT AND PHONE NUMBER

FOOD CO. RECALLS PRODUCT DUE TO POSSIBLE HEALTH RISK

Company Name of City, State is recalling Quantity and/or Type of Product, because it may be contaminated with *Listeria monocytogenes*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, *Listeria* infection can cause miscarriages and stillbirths among pregnant women.

Product was distributed Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, UPC code, etc.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description –"The contamination was discovered after sampling by New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis of Food Laboratory personnel revealed the presence of *Listeria monocytogenes* in the (product name)."

Information on what consumers should do with the product and where they can get additional information (e.g. "Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.")

SAMPLE PRESS RELEASE- LISTERIA

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ RECALLS “SNACKIES” DUE TO POSSIBLE HEALTH RISK

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Snackies” food treats because they may be contaminated with *Listeria monocytogenes*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people and others with weakened immune systems. Although healthy persons may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, *Listeria* infection can cause miscarriages and stillbirths among pregnant women.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses have been reported to date in connection with this problem.

The contamination was discovered after sampling by New York State Department of Agriculture and Market Food Inspectors and subsequent analysis by Food Laboratory personnel revealed the presence of *Listeria monocytogenes* in some 5 ounce packages of “Snackies.” Production of the product has been suspended.

Consumers who have purchased 5 ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

C. botulinum

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE
COMPANY CONTACT AND PHONE NUMBER

DATE

FOOD CO. RECALLS PRODUCT DUE TO POSSIBLE HEALTH RISK

Company Name of **City, State** is recalling **Quantity and/or Type of Product**, because it has the potential to be contaminated with *Clostridium botulinum*, a bacterium which can cause life-threatening illness or death. Consumers are warned not to use the product even if it does not look or smell spoiled.

Botulism, a potentially fatal form of food poisoning, can cause the following symptoms: general weakness, dizziness, double-vision and trouble with speaking or swallowing. Difficulty in breathing, weakness of other muscles, abdominal distension and constipation may also be common symptoms. People experiencing these problems should seek immediate medical attention.

Product was distributed **Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).**

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, UPC code, etc.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description – "The product was underprocessed. Production of the product has been suspended while the company continues their investigation as to the source of the problem.

Information on what consumers should do with the product and where they can get additional information (e.g. "Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.")

SAMPLE PRESS RELEASE- COLSTRIDIUM BOTULINUM

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ RECALLS “SNACKIES” DUE TO POSSIBLE HEALTH RISK

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Snackies” food treats because they have the potential to be contaminated with ***Clostridium botulinum***, a bacterium which can cause life-threatening illness or death. Consumers are warned not to use the product even if it does not look or smell spoiled.

Botulism, a potentially fatal form of food poisoning, can cause the following symptoms: general weakness, dizziness, double-vision and trouble with speaking or swallowing. Difficulty in breathing, weakness of other muscles, abdominal distension and constipation may also be common symptoms. People experiencing these problems should seek immediate medical attention.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses have been reported to date in connection with this problem.

The potential for contamination was noted after routine testing found that the product had been underprocessed. Production of the product has been suspended while the company continues their investigation as to the source of the problem.

Consumers who have purchased 5 ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

E. coli 0157:H7

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE
COMPANY CONTACT AND PHONE NUMBER

DATE

FOOD CO. RECALLS PRODUCT DUE TO POSSIBLE HEALTH RISK

Company Name of **City, State** is recalling **Quantity and/or Type of Product**, because it may be contaminated with *Escherichia coli 0157:H7* bacteria (*E. coli 0157:H7*). *E. coli 0157:H7* causes a diarrheal illness often with bloody stools. Although most healthy adults can recover completely within a week, some people can develop a form of kidney failure called *Hemolytic Uremic Syndrome (HUS)*. *HUS* is most likely to occur in young children and the elderly. The condition can lead to serious kidney damage and even death.

Product was distributed **Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).**

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, UPC code, etc.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description – "The recall was initiated after it was discovered that the product was contaminated with *E. coli 0157:H7*. Subsequent investigation indicates the problem was caused by a temporary breakdown in the company's production and packaging processes. Production of the product has been suspended until the company is certain that the problem has been corrected."

Information on what consumers should do with the product and where they can get additional information (e.g. "Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.")

SAMPLE PRESS RELEASE- E. COLI O157:H7

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ RECALLS “SNACKIES” DUE TO POSSIBLE HEALTH RISK

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Snackies” food treats because they have the potential to be contaminated with ***Escherichia coli 0157:H7***. ***E. coli 0157:H7*** causes a diarrheal illness often with bloody stools. Although most healthy adults can recover completely within a week, some people can develop a form of kidney failure called *Hemolytic Uremic Syndrome (HUS)*. *HUS* is most likely to occur in young children and the elderly. The condition can lead to serious kidney damage and even death.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses have been reported to date in connection with this problem.

The potential for contamination was noted after routine testing by the company detected the presence of ***E. coli 0157:H7***. Production of the product has been suspended while the company continues their investigation as to the source of the problem.

Consumers who have purchased 5 ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

SALMONELLA

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE

DATE

COMPANY CONTACT AND PHONE NUMBER

FOOD CO. RECALLS PRODUCT DUE TO SALMONELLA CONTAMINATION

Company Name of City, State is recalling Quantity and/or Type of Product, because it may be contaminated with *Salmonella*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people and others with weakened immune systems. Healthy persons infected with *Salmonella* often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with *Salmonella* can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e. infected aneurysms), endocarditis and arthritis.

Product was distributed Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, UPC code, etc.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description – "The recall was the result of a routine sampling program by the company which revealed that the finished product contained the bacteria. Production of the product has been suspended while the company continues their investigation as to the source of the problem."

Information on what consumers should do with the product and where they can get additional information (e.g. "Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.")

SAMPLE PRESS RELEASE- SALMONELLA

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ RECALLS “SNACKIES” DUE TO SALMONELLA CONTAMINATION

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Snackies” food treats because they may be contaminated with **Salmonella**, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people and others with weakened immune systems. Healthy persons infected with **Salmonella** often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with **Salmonella** can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e. infected aneurysms), endocarditis and arthritis.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses have been reported to date in connection with this problem.

The contamination was discovered after routine testing by the company revealed the presence of **Salmonella** in some 5 ounce packages of “Snackies.” Production of the product has been suspended while the company continues their investigation as to the source of the problem.

Consumers who have purchased 5 ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

ALLERGENS

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE
COMPANY CONTACT AND PHONE NUMBER

DATE

**FOOD CO. ISSUES ALLERGY ALERT ON UNDECLARED
(ALLERGEN) IN PRODUCT**

Company Name of **City, State** is recalling **Quantity and/or Type of Product**, because it may contain undeclared **specific type of allergen**. People who have an allergy or severe sensitivity to **specific type of allergen (e.g. peanuts, tree nuts [chestnuts, brazil nuts, walnuts, hazelnuts, pecans, pine nuts, cashews], eggs and sulfites)** run the risk of serious or life-threatening allergic reaction if they consume these products.

Product was distributed **Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).**

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, UPC code, etc.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description – "The problem was discovered as a result of routine sampling by New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by the Department's Food Laboratory personnel revealed the presence of the allergen in product packages which did not declare the allergen on the label."

Information on what consumers should do with the product and where they can get additional information (e.g. "Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.")

SAMPLE PRESS RELEASE- UNDECLARED PEANUTS

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ ISSUES ALLERGY ALERT ON UNDECLARED PEANUTS IN “SNACKIES”

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Snackies” food treats because they may contain undeclared peanuts. People who have allergies to peanuts run the risk of serious or life-threatening allergic reaction if they consume these products.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses or allergic reactions involving this product have been reported to date.

The recall was initiated after routine sampling by New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by Food Laboratory personnel revealed that the peanut-containing product was distributed in packages that did not reveal the presence of peanuts.

Consumers who have purchased 5 ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

SAMPLE PRESS RELEASE-UNDECLARED EGGS

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

**XYZ ISSUES ALLERGY ALERT ON UNDECLARED EGGS
IN “SNACKIES”**

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Snackies” food treats because they may contain undeclared eggs. Consumers who are allergic to eggs may run the risk of serious or life-threatening allergic reactions if they consume this product.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses or allergic reactions involving this product have been reported to date.

The recall was initiated after routine sampling by New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by Food Laboratory personnel revealed the presence of eggs in the 5 ounce packages of “Snackies” which did not declare an egg ingredient on the label.

Consumers who have purchased 5 ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

SAMPLE PRESS RELEASE- UNDECLARED MILK ALLERGENS

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ ISSUES ALLERGY ALERT ON UNDECLARED MILK ALLERGENS IN "SNACKIES"

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of "Snackies" food treats because they may contain undeclared milk allergens. Consumers who are allergic to milk allergens may run the risk of serious or life-threatening allergic reactions if they consume this product.

The recalled "Snackies" were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses or allergic reactions involving this product have been reported to date.

The recall was initiated after routine sampling by New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by Food Laboratory personnel revealed the presence of undeclared milk allergens in the 5 ounce packages of "Snackies" which did not declare a milk ingredient on the label.

Consumers who have purchased 5 ounce packages of "Snackies" are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

UNEVISCERATED FISH

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE

DATE

COMPANY CONTACT AND PHONE NUMBER

FOOD CO. ISSUES ALERT ON UNEVISCERATED (PRODUCT) FISH

Company Name of **City, State** is recalling **Quantity and/or Type of Product**, because the product was found to be uneviscerated.

The recalled **Product** was distributed **Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).**

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, UPC codes, etc.

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description – “The recall was initiated after routine sampling by the New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by the Department’s Food Laboratory personnel revealed the product was not properly eviscerated prior to processing.

The sale of uneviscerated fish is prohibited under New York State Agriculture and Markets regulations because Clostridium botulinum spores are more likely to be concentrated in the viscera than any other portion of the fish. Uneviscerated fish have been linked to outbreaks of botulism poisoning. Symptoms of botulism include dizziness, blurred or double vision and trouble with speaking or swallowing. Difficulty in breathing, weakness of other muscles, abdominal distension and constipation may also be common symptoms. People experiencing these problems should seek immediate medical attention.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. “No illnesses have been reported to date.”)

Information on what consumers should do with the product and where they can get additional information (e.g. “Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.”)

SAMPLE PRESS RELEASE-UNEVISCERATED FISH

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ ISSUES ALERT ON UNEVISCERTED “HERRING IN OIL”

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Herring in oil” because the product was found to be uneviscerated.

The recalled “Herring in oil” were distributed nationwide in retail stores. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

The recall was initiated after routine sampling by New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by Food Laboratory revealed the product was not properly eviscerated prior to processing.

The sale of uneviscerated fish is prohibited under New York State Agriculture and Markets regulations because *Clostridium botulinum* spores are more likely to be concentrated in the viscera than any other portion of the fish. Uneviscerated fish have been linked to outbreaks of botulism poisoning. Symptoms of botulism include dizziness, blurred or double vision and trouble with speaking or swallowing. Difficulty in breathing, weakness of other muscles, abdominal distension and constipation may also be common symptoms. People experiencing these problems should seek immediate medical attention.

No illness have been reported to date in connection with this problem.

Consumers who have purchased 5 ounce packages of “Herring in oil” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

SULFITES

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE
COMPANY CONTACT AND PHONE NUMBER

DATE

FOOD CO. ISSUES ALERT ON UNDECLARED
(SULFITES) IN PRODUCT

Company Name of City, State is recalling Quantity and/or Type of Product, because they contain undeclared sulfites. People who have a severe sensitivity to sulfites run the risk of serious or life-threatening reactions if they consume these products.

Product was distributed Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, upc codes, etc.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description – "The recall was initiated after routine sampling by the New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by the Department's Food Laboratory personnel revealed the presence of sulfites in the product, which were not declared on the label. The consumption of 10 milligrams of sulfites per serving has been reported to elicit severe reactions in some asthmatics, Anaphylactic shock could occur in certain sulfite sensitive individuals upon ingesting 10 milligrams or more of sulfites. Analysis of the Brand X revealed it contained xxx milligrams per serving."

Information on what consumers should do with the product and where they can get additional information (e.g. "Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX."

SAMPLE PRESS RELEASE- UNDECLARED SULFITES

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ ISSUES ALERT ON UNDECLARED SULFITES IN “SNACKIES”

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of “Snackies” food treats because they contained undeclared sulfites. Consumers who have severe sensitivity to sulfites run the risk of serious or life-threatening allergic reactions if they consume this product.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/20 stamped on the side. The product UPC code is 74635-82361.

No illnesses or allergic reactions involving this product have been reported to date.

The recall was initiated after routine sampling by New York State Department of Agriculture and Markets Food Inspectors and subsequent analysis by Food Laboratory personnel revealed the presence of sulfites in the 5 ounce packages of “Snackies” which were not declared on the label. The consumption of 10 milligrams of sulfites per serving has been reported to elicit severe reactions in some asthmatics. Anaphylactic shock could occur in certain sulfite sensitive individuals upon ingesting 10 milligrams or more of sulfites. Analysis of the “Snackies” revealed they contained 327 milligrams per serving.

Consumers who have purchased 5 ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

LEAD

MODEL PRESS RELEASE

(with sample)

FOR IMMEDIATE RELEASE
COMPANY CONTACT AND PHONE NUMBER

DATE

FOOD CO. RECALLS PRODUCT DUE TO LEAD CONTAMINATION

Company Name of City, State is recalling Quantity and/or Type of Product, because it may be contaminated with excessive levels of lead.

The product contains lead levels, which if consumed, may cause health problems to consumers, particularly infants, small children, pregnant women, and those with underlying kidney disorders. If a child or a pregnant woman is exposed to lead for a prolonged period of time, permanent damage to the central nervous system, learning disorders, developmental defects, and other long-term health problems can occur. Pregnant women, children and patients with underlying kidney problems who may have consumed any of the above products should consult with their physician or health care provider.

Product was distributed Listing of the states and areas where the product was distributed and how it reached consumers (e.g. through retail stores, mail order, direct delivery).

Specific information on how the product can be identified (e.g. type of container [plastic/metal/glass], size and appearance of the product, the product's brand name, flavors, codes, expiration dates, upc codes, etc.

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description – "The recall was the result of a routine sampling program by the company which revealed that the finished product contained the lead. Production of the product has been suspended while the company continues their investigation as to the source of the problem."

Information on what consumers should do with the product and where they can get additional information (e.g. "Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.")

SAMPLE PRESS RELEASE- LEAD CONTAMINATION

XYZ Inc.
123 Smith Lane
Anywhere, NY

FOR IMMEDIATE RELEASE
Sam Smith / 555-555-5555

DATE

XYZ RECALLS "SNACKIES" DUE TO LEAD CONTAMINATION

XYZ Inc. of Anywhere, NY, is recalling its 5 ounce packages of "Snackies" food treats because they may be contaminated with **lead**. The product contains lead levels, which if consumed, may cause health problems to consumers, particularly infants, small children, pregnant women, and those with underlying kidney disorders. If a child or a pregnant woman is exposed to lead for a prolonged period of time, permanent damage to the central nervous system, learning disorders, developmental defects, and other long-term health problems can occur. Pregnant women, children and patients with underlying kidney problems who may have consumed any of the above products should consult with their physician or health care provider.

The recalled "Snackies" were distributed nationwide in retail stores and through mail orders. The product comes in a 5 ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/99 stamped on the side. The UPC code on the product is 64500-38476.

No illnesses have been reported to date in connection with this problem.

The contamination was discovered after routine testing by the company revealed the presence of excessive levels of lead in some 5 ounce packages of "Snackies." Production of the product has been suspended while the company continues their investigation as to the source of the problem.

Consumers who have purchased 5 ounce packages of "Snackies" are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.

