

LET YOUR CUSTOMERS KNOW

□ stop the product's distribution and sale: identify your customers (who you have supplied the product to)

to do Confirm instructions in writing, including all information about the product and a photo if possible

24 hrs

ASAP

2-4 hrs

□ confirm arrangments for **retrieving** the recalled product from the market place

NPost recall

keep records of how much product was recovered

FOOD RECALL TASKS AND TIMELINE FOR FOOD BUSINESSES

advise your customers of the recall and what they need

NOT

FSANZ

provide **final recall report** (4 weeks' post-recall) to FSANZ

IFY	GOVERNMENT

notify your local food enforcement agency - confirm whether a recall is needed and what level is needed	D decide website, se
notify FSANZ - call the recall coordinator and provide recall information	
fill out the Food Recall Report (available on FSANZ website) and email to <u>food.recalls@foodstandards.gov.au</u>	••••••••••••••••••••••••••••••••••••••
include details on the product, the problem, where it was manufactured and sold, etc.	D develo
provide FSANZ with a distribution list of all customers (with names, contact details, addresses)	set up media enq
provide a draft recall notice or press advertisement to	rehea
FSANZ to check before going public Confirm with food enforcement agency arrangments on how	D post c
recalled product will be disposed of	
	Place
	D place D post s
provide interim recall report (2 weeks' post-recall) to	

LET THE PUBLIC KNOW (for consumer-level recalls)

e how to communicate to the public (media release, social media, point of sale notice, etc.)

nise a media contact person to handle enquiries

op a Q&A sheet if appropriate

a hotline or brief reception to answer public or uiries

arse answers to tricky questions

communication contacts on website/social media

press adverticement in relevant newspapers point-of-sale notice in store(s) social media and website notices