

RECALLS CAN DEVASTATE A COMPANY'S FINANCES, PROFITS & REPUTATION

They are timely and costly.

Are your food manufacturing clients prepared for a recall?

2009 recalls include: peanut butter, sprouts, pistachios - that's just in the first five months. And, for 2008, the FDA and USDA reported 222 recalls - that's an average of 19 recalls a month.

Do your clients know they are legally responsible for the safety of food and beverage products they manufacture? Governmental agencies do NOT discriminate based on the size of a manufacturer!

There are many stringent guidelines, rules, and timelines associated with a recall –

DO YOU KNOW WHAT THEY ARE???

1. The Federal Government immediately notifies:

- General public through nationwide consumer alerts via AP wire alerts
- Several Government Divisions with the FDA, including International Relations, Media Relations, Division of Compliance Information & Quality Assurance, Federal / State / Local Health Authorities, Emergency Operations and a host of others
- USDA
- Food Safety & Inspection Services (FSIS)
- Food Nutrition Service (FNS)
- Department of Defense
- Canada Government Authorities

2. Within 24-48 hours of recall notice, FDA inspectors may visit:

- Your client's factory (inspection + affidavits)
- Your client's customers to verify if your "required notices" have been received

3. Immediately following press releases, "effectiveness checks" begin (required) for all steps mandated in a recall

- FDA oversight / evaluation of your actions - letters, calls, responses, inventories
- If ineffective - FDA warning notices are sent to your client's factory

4. Audit checks:

- Begin within 24-48 hours from onset of recall
- Occur through weekly on-site visits & throughout entire recall event (government oversight)

5. Weekly product reports from the manufacturer accounting for:

- Quantities
- Locations
- Destruction or Rework

Aside from government regulations other potential recall outcomes may include:

- **National adverse media**
- **Loss of contracts**
- **Cancelled orders**
- **Drop in sales**
- **Customer dissatisfaction and**
- **Possible closure of your client's business ...**

National & International Recalls

National Recalls:

- **Arizona:** AZ Hydroponic Farming Recalls [4oz Alfalfa Sprout Cup](#) Because of Possible Health Risk
- **California:** Firm Recalls [Frozen Pork Sausage Products](#) Due To Undeclared Allergens
- **California:** Rio Pluma LLC is Reissuing its Recall of [Peanut Products](#) Because they may be Contaminated with Salmonella
- **California:** Western Bagel Baking Corporation Issues an Allergen Alert for Undeclared Egg In [Publix Brand 100% Whole Wheat Sliced Bagels](#)
- **California:** Firm Recalls [Beef and Pork Products](#) Due To Undeclared Sulfites
- **Illinois:** Firm Recalls [Ground Beef Products](#) Due To Possible E. coli O157:H7 Contamination
- **New York:** Firm Recalls [Ground Beef Products](#) Due To Possible E. coli O157:H7 Contamination
- **New York:** Sugar Foods Issues Allergy Alert on Undeclared Milk in [The Farmers Market Butter & Garlic Crouton Products](#)
- **New York:** Domega International Co Ltd, Issues an Alert on [Undeclared Sulfites in FMD Brand Spiced Bean](#)
- **North Carolina:** L&M Companies, Inc. Recalls [Whole Cantaloupes](#) Because Of Possible Health Risk
- **Pennsylvania:** LeClerc Foods Announces a Limited Nationwide Voluntary Recall of [Market Pantry Chocolate Chip Chewy Granola Bars](#) due to Unlabeled Peanut Allergen
- **Washington:** Edaleen Dairy Recalls [Tin Roof Sundae Ice Cream And Chocolate Peanut Butter Nut Ice Cream](#) Because Of Possible Health Risk
- **Wisconsin:** Kleen-Pak Recalls [Spinach](#) Because Of Possible Health Risk
- **National:** Tofutti Brands Inc. Announces Precautionary Recall of [12 Pallets of Vanilla Cuties](#)
Due to Possible Trace Level Milk Contamination

International Recalls:

Canada:

- [Piller's Taste Better Than Bacon Products May Contain Listeria](#)
- Undeclared Milk in [Sensational Soy Beverages](#)
- Undeclared Sulphites in [Rocky Mountain Grain Products "More Than A Square Meal" Bar with Raisins](#)

United Kingdom:

- [Sesame seed products](#) recalled because of salmonella
- Marks & Spencer withdraws some [paté](#)
- Some [Rotstern Crispy Rounds](#) withdrawn
- [Spice mix](#) contaminated with Sudan I



The Recall Crisis Recovery program offers:

- Limits up to \$5,000,000
- **No** minimum premium
- Quick turnaround
- Accidental Contamination Covered
- Malicious Contamination Covered
- Products Extortion - NO DEDUCTIBLE APPLIES!
- Business Interruption for loss of gross or net profits
- Coverage for Recall Costs & Customer Recall Costs
- **New!** Customer Loss of Profits Coverage available
- Rehabilitation
- Direct access to experienced, HACCP certified Underwriters and Claims personnel

While dealing with government requirements, help is here

Crisis Management is included in the policy:



- Nationally Ranked Certified Crisis Managers, HACCP Certified - Specialty Risk Management, Inc.®
- Media / Public Relations
- Help with governmental agencies during the recall (FDA, FSIS, USDA and more)
- Assistance with government compliance with onerous pre- and post-recall reporting
- 24/7 real time / live response support throughout the policy period
- Customer/Crisis Information Line
- No deductible applies to Crisis Management

On-site inspection by SRM® is also available, but this service is outside of the policy.



Professional Liability Insurance Services, Inc.®

Underwriting Facilities

800-761-7547, 512-328-0677

www.plisinc.com . underwriting@plisinc.com

Not intended to be a representation of coverage or a guarantee of a quote or indication. See policy wording for coverage details.

Copyright © 2009 PLIS®, Inc. and its licensors. All rights reserved.

[Forward email](#)



This email was sent to denn@dfcorby.com by unsubscribe@plisinc.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribeTM](#) | [Privacy Policy](#).

Email Marketing by



PLIS, Inc. Underwriting Facilities | 5802 Thunderbird, Building 10 | Suite 100 | Lago Vista | TX | 78645

_____ Information from ESET Smart Security, version of virus signature database 4134
(20090605) _____

The message was checked by ESET Smart Security.

<http://www.eset.com>