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# Product Recall

# Definition

- A product recall is defined as a request to return, exchange, or replace a product after a manufacturer or consumer or other agency discovers a defect that could hinder performance, affect feed safety, or produce legal issues for the manufacturer.

# Why we need product recall?

Despite having implemented an established culture of quality and a detailed food safety system, organisations still face product recall risks due to human error, systems failures, and product or component failures.

This is why it is important to have a documented response process if one or more of these errors occur and necessitates a product recall.

# Why are they required?

- Code of Practice
- FSANZ
- Last point of ensuring feed safety
- To maintain customer confidence

# Product Recall Classifications

- Microbial contamination
- Foreign Matter
- Chemical contamination
- Toxins
- Tampering
- Labelling
- Quality

# Types of Product Recall

- Feed Withdrawal
- Trade Recall
- Consumer Recall

# Product Recall Objectives

- stop the distribution and sale of affected product as soon as possible
- inform all the relevant stakeholders
- effectively and efficiently remove all unsafe product from the market place
- assure customer concerns

# Product Recall Procedure

- Written procedure outlining the process as to how your organisation will determine and conduct a recall.
- Documents who has authority to initiate a recall
- Documents membership of the Recall Team.
- Documents who is to be contacted
- Details the Recall Process
- Details the Recall Report

# Product Recall Team

- Must consist of all relevant senior management, operations, sales and technical staff
- Must include delegates for all the members
  - Including Senior Management
- Must include all contact details and alternatives
  - Team members must be available or have a delegate
- The Recall Procedure must document the Recall Team duties and responsibilities

# Product Recall Team

- Typical team members
  - General Manager
  - Sales Manager
  - Distribution or Logistics
  - Quality Assurance
  - Technical Manager
  - Sales or Customer contact

# Recall Contacts

- Customer key contacts
- Local and State Government officials
- Distributors
- SFMCA

# Recall Procedure

1. Assemble recall team
2. Determine seriousness of issue
3. Notify relevant stakeholders
4. Commence mass balance recovery
5. Determine root cause
6. Finalise mass balance recovery
7. Review recall results
8. Implement corrective actions

# Recall Category

## RECALL SITUATIONS

Category A (Risk – High: Severity – High)

Relates to high potential impact on livestock health, performance, product quality, welfare and or human health. Potential serious impact on company performance nationally.

Category B (Risk – High: Severity – Low)

Relates to high potential impact on livestock health, performance, product quality, welfare and or human health. Potential serious impact on company performance regionally.

Category C (Risk – Low: Severity – High)

Relates to low potential impact on livestock health, performance, product quality, welfare and or human health. Potential serious impact on company performance nationally.

Category D (Risk – Low: Severity – Low)

Relates to low potential impact on livestock health, performance, product quality, welfare and or human health. Potential serious impact on company performance regionally.

# Recall Communication

- The name of the product
- The product batch number or date
- The nature of the defect
- Action to be taken by customer
- Who to contact?
- Urgency

# Conducting the Recall

- Utilise the Recall Plan
- Multiple actions can take place at the same time
- Don't just rely on the Recall Team, you can use other staff members and external assistance.
- Recall Team should be in close contact so as to ensure up to date communication
- Keep records and team meeting minutes

# Customer Communication

## Notification information shall include:

- Name and batch code of product covered by the recall
- Why the product is being recalled
- Where and how to return the product
- Contact at [COMPANY NAME] for further information

# Secure the Affected Product

- Identify all the affected product to be recalled
- Cease production or modify the manufacturing process
- Stop distribution of any product that has been identified for recall.
- Remove all the unsafe product from the market.
  - This includes product still on-site, in distribution and from customers
- Conduct a mass balance to ensure all affected product has been controlled.
- Determine the corrective action for recalled product.

# Root Cause Analysis

- Root Cause Analysis is a suitable tool to use to determine what went wrong.
  - Ask the 5 whys
  - Fishbone chart
  - Cause & Effect
  - FMEA



# Closing Out the Recall

- Has all affected product been accounted for?
- Has the root cause been identified?
- Has the root cause been corrected?
- Have preventative actions been established, implemented and verified?
- Have the corrective and preventative actions been communicated to all stakeholders?

# The Recall Report

- Circumstances leading to the recall
- Copies of communication to distributors and customers
- Details of all actions taken
- Extent of distribution
- Result of the recall (quantity of stock recovered)
- Corrective actions
- Disposal methods
- Preventative actions
- Difficulties experienced and suggestions for improvement.

# Mock Recall

- It is a requirement of all HACCP based systems, including FeedSafe, that the organisation conduct an annual mock recall.
- Mock recalls must mimic a real recall.
- Mock recalls are not just a traceability exercise



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# Questions