



This recall plan is for \_\_\_\_\_.

This plan was reviewed by \_\_\_\_\_ on

\_\_\_\_\_.

## Customer Contact List:

Company Name	Contact Name	Address	Email	Phone	Product Sold

**Farm Recall Team:**

Role	Name	Phone	After Hours Phone	Responsibilities
On-Farm Recall Team Leader				Makes decisions on initiating a recall and designating team members.
Recall Team Coordinator				Oversees the complaint investigation, tracks products and coordinates team.
Government Liaison				Contacts the regulatory agencies.
Media Spokesperson				Handles all media and customer communication.
Legal Counsel				Handles liability questions.
Insurance Agent				Addresses insurance coverage issues.

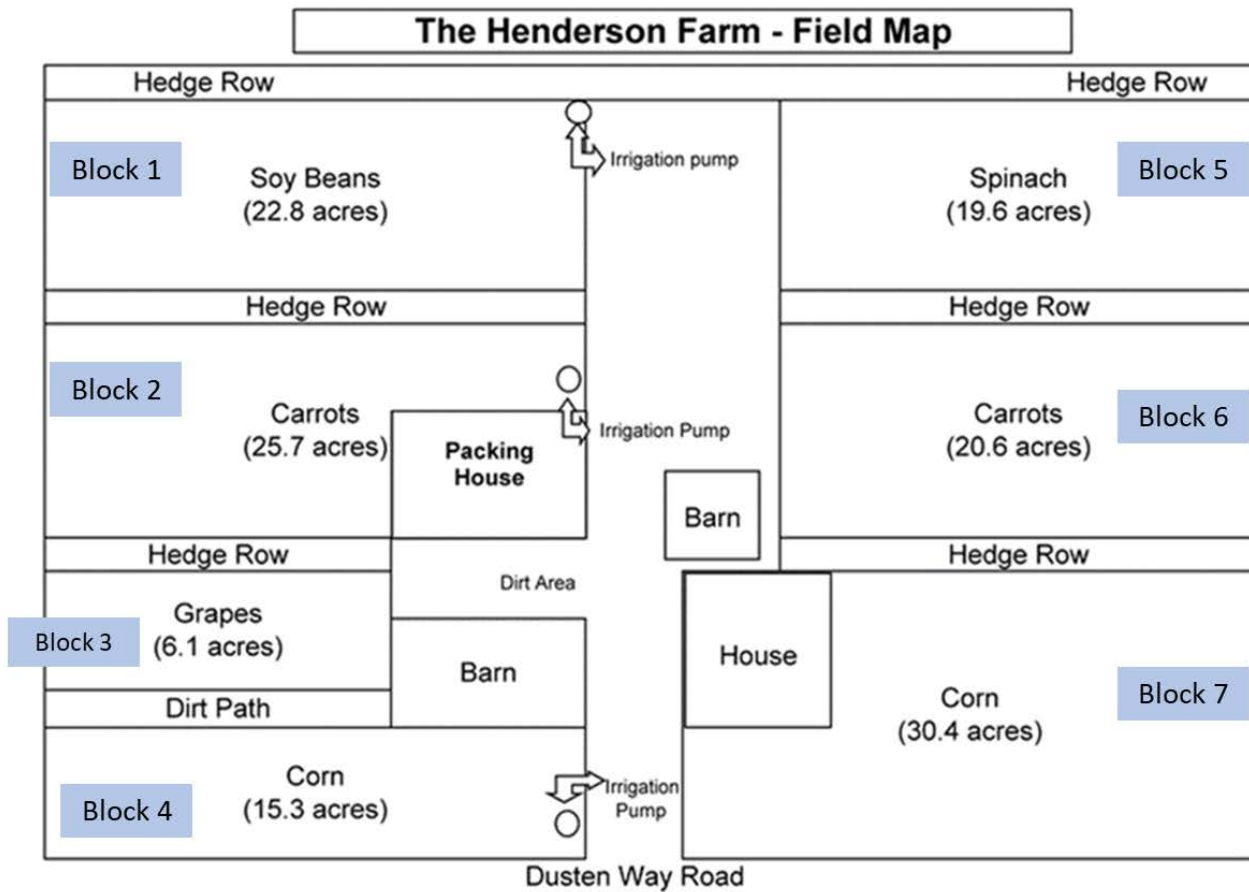
## State Recall Team Contact List:

Role	Name	Phone	After Hours Phone	Responsibilities
NJ Dept. Of Agriculture	Chris Kleinguenther Jeff Beach	856-839-3388 609-292-5531	609-439-2203 609-439-2038	Oversees recalls for food distributed intrastate
Rutgers Extension, South of I-95	Wesley Kline (Contact Meredith Melendez if Unavailable)	856-451-2800, ex 1	732-354-9128	Provides technical assistance and guidance
Rutgers Extension North of I-95	Meredith Melendez (Contact Wes Kline if Unavailable)	609-989-6830	732-354-9135	Provides technical assistance and guidance
NJ Dept of Health	Loel Muetter Alan Talarsky	609-826-4935 609-826-4935	609-947-8571 609-947-8595	Oversees recalls for food distributed intrastate
FDA District Office	Recall Coordinator	856-290-4020 856-290-4007	732-666-2592 973-452-8481	Oversees all product recalls for FDA regulated product in NJ
FDA Emergency		1-866-300-4374		Connects producer to appropriate assistance
NJ Farm Bureau	Ben Casella	609-393-7163 609-320-6701		Provides assistance to NJFB members
FDA Produce Safety Network	Cullen Wilson	207-221-0053 240-234-0879		Provides technical/outreach assistance

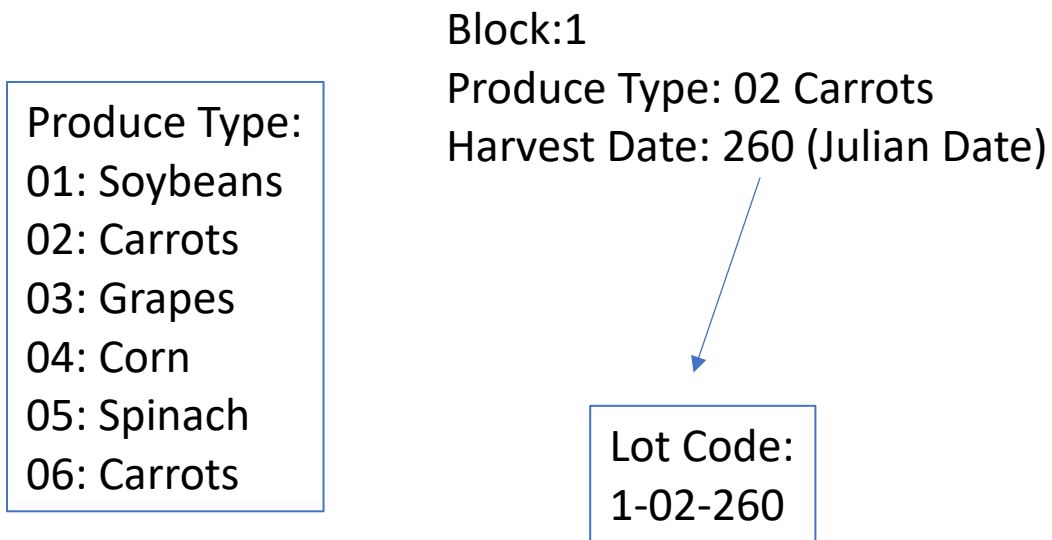


## Traceability Plan:

Henderson Farm has implemented a traceability plan to track produce one step forward and one step back.



## Henderson Farm Traceability Plan, Cont.



All blocks are harvested by a single crew. In addition to what is included in the lot code, the number of packages within the lot, packing and shipping date and inputs used during production are all recorded.

We use labelling guns to place lot codes on each container which corresponds to the lot codes on the invoice. Harvest records, invoices, field maps, and inputs are kept on file for five years.

## Appendix A: Customer Complaint Form

Name of Customer: \_\_\_\_\_

Date and time of call: \_\_\_\_\_

Phone Number for customer: \_\_\_\_\_

Description of customer's complaint:

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Doctor's name and contact information:

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Doctor's diagnosis:

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Description of product including lot codes:

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Other agencies the customer notified:

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Any other person effected by the product:

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Additional notes:

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## **Appendix B: Health hazard evaluation and recall classification.**

- (1) Whether any disease or injuries have already occurred from the use of the product.
- (2) Whether any existing conditions could contribute to a clinical situation that could expose humans or animals to a health hazard. Any conclusion shall be supported as completely as possible by scientific documentation and/or statements that the conclusion is the opinion of the individual(s) making the health hazard determination.
- (3) Assessment of hazard to various segments of the population, e.g., children, surgical patients, pets, livestock, etc., who are expected to be exposed to the product being considered, with particular attention paid to the hazard to those individuals who may be at greatest risk.
- (4) Assessment of the degree of seriousness of the health hazard to which the populations at risk would be exposed.
- (5) Assessment of the likelihood of occurrence of the hazard.
- (6) Assessment of the consequences (immediate or long-range) of occurrence of the hazard.

For more information see, 21 C.F.R. 7.41- Health Hazard and Recall Classification.

## Appendix C: Model Press Release from the FDA

FOR IMMEDIATE RELEASE

COMPANY CONTACT AND PHONE NUMBER

DATE

FOOD CO. RECALLS PRODUCT BECAUSE OF POSSIBLE HEALTH RISK

Company Name of City, State is recalling Quantity and/or Type of Product because it may be contaminated with *Escherichia coli* O157:H7 bacteria (*E. Coli* O157:H7). *E. coli* O157: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 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 or appearance of product, product brand name, flavor, codes, expiration dates, 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 product was contaminated with *E. coli* O157:H7.

Subsequent investigation indicates the problem was caused by a temporary breakdown in the company's production and packaging processes."

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.)

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## Rutgers On-Farm Food Safety Team

Jennifer Matthews, Senior Program Coordinator, Rutgers Cooperative Extension of Cumberland County

Wesley Kline, Agricultural Agent, Rutgers Cooperative Extension of Cumberland County

Meredith Melendez, Agricultural Agent, Rutgers Cooperative Extension of Mercer County

[Onfarmfoodsafety.rutgers.edu](http://Onfarmfoodsafety.rutgers.edu)

