



# Alliance for Recall Ready Communities

## Concept Paper

### Introduction

It's safe to say that over the last 30 years, despite efforts from industry and regulatory agencies alike, effective recall response has not kept pace with huge advances in both technology and distribution. What has stood in the way? Not the lack of desire, but the lack of an approach in which everyone in the supply chain is working together with a shared plan and standardized data. This approach is what we refer to as a **Recall Ready Community**.

Current industry norms consider recalls the activity of individual companies. Practice and execution are done on an individual basis. For example, mock recalls are generally static tabletop exercises that do not strengthen the collaboration between trading partners towards the common goal of quickly removing defective products.

In short, when an actual recall happens, typical mock recalls do not ease the crisis of the current situation. Rather than suppliers engaging in a practiced business process and helping the entire supply chain take action, crisis mode kicks in, causing inaccuracies, communication challenges, delays, and confusion. The absence of coordination hampers the ability to protect both consumers and brands as quickly as possible. The lack of experience conducting a recall with multiple trading partners, and the lack of standards for sharing information translate into unnecessary risks to consumers, compliance challenges for the industry, and added costs in the billions of dollars that are ultimately passed on to the end consumer.

Further, the way in which industry, the entire supply chain, and ultimately consumers get their information has changed overwhelmingly, both in terms of new technologies and the enormous amount of available information. We must make it a priority to streamline and expedite the dissemination of information to enable people to receive and act on it.

Thus, we need a common sense and technologically advanced approach to the recall process for the benefit of consumers, led by the industry, and in close consultation with the regulators. This approach will unite supply chains into Recall Ready Communities using standard data and shared simulation exercises, and in so doing, bring about a global Recall Ready Community.

## **Vision**

We firmly believe that to modernize recalls, we must modernize our thinking. In a world where interconnectedness is paramount, each entity independently following its own recall procedures results in inefficiency. Our vision is a practical approach to recalls managed as a collective effort within a community or supply chain.

## **Mission**

We seek to define a model for proactive, connected recall processing that includes sharing standardized data and practicing through simulations in order to normalize new best practices in recall readiness. Our vehicle for helping to achieve this is the establishment of an Alliance for Recall Ready Communities that brings together a wide spectrum of stakeholders, including supply chain representatives, industry organizations, government and compliance agencies, insurance companies, and more. Our vision of modernizing the recall process and enhancing consumer safety can only be realized through the collective efforts of diverse participants.

## **Stakeholder Support for Building Recall Ready Communities**

Our Alliance is open to all interested stakeholders who are committed to working together to make our Vision and Mission a reality.

We will invite participation from industry organizations, government agencies, and compliance bodies to support and promote the concept of the Recall Ready Community. By fostering industry-wide adoption, we aim to create a global model for recall readiness that transcends boundaries and ensures the safety of consumers worldwide.

We will expand our reach and influence within and beyond the recall ecosystem. We seek to engage new partners and stakeholders in our mission, encouraging them to embrace the principles of recall readiness and contribute to our collective effort.

By pursuing these objectives collaboratively, the Alliance for Recall Ready Communities is poised to revolutionize the recall landscape, making it safer, more efficient, and better prepared for the challenges of the modern world. Together, we can achieve a recall ready future where communities are resilient in the face of product recalls.

## **Steering Committee:**

The Alliance will be co-chaired by three seasoned food safety experts, providing a breadth of expertise and experience in both the recall process and food safety initiatives across the industry. Each will work closely as a liaison for one of the three work groups.

Gillian Kelleher, Industry Consultant, Kelleher Consultants, LLC  
Roger Hancock, President & CEO, Recall InfoLink  
Dr. Darin Detwiler, LP. D., M./A.Ed., Detwiler Consulting, LLC

## **Workgroup Leads:**

### **Supply Chain Process**

Allison Jennings, VP Food Safety, Albertsons  
Adam Johnson, SVP Enterprise Solutions, Ecolab

### **Standardized Data**

Rishi Banerjee, Sr. Director Smart Label, Consumer Brands Association  
Amin Mohadjer, CTO, Recall InfoLink

### **Modernized Simulation**

Amy Philpott, Industry Consultant, Philpott PR Solutions  
Patrick Guzzle, VP Food Safety, National Restaurant Association

## **Advisor:**

Sharon Natanblut, Policy/Communications Consultant, former FDA official

## **Director:**

Manna Morales, Director of Communications, Recall InfoLink

## **Affiliated Organizations:**

Albertsons  
American Frozen Food Institute  
American Spice Trade Association  
Association of Food & Drug Officials  
(AFDO)  
Consumer Brands Association  
Detwiler Consulting  
Ecolab  
Fiji Water  
International Fresh Produce Association  
International Dairy Foods Association  
MR Manning Resource LLC  
Natanblut Strategies

National Association of Convenience  
Stores  
National Restaurant Association  
Nestle  
Offshoot Brands  
Philpott-PRSolutions  
Recall InfoLink  
STOP Foodborne Illness  
The Acheson Group  
Trustwell  
URM Wholesale  
USDA  
Western Growers Insurance

## **Key Objectives**

### **1. Identify a Recall Process Model that Connects the Supply Chain:**

We will create a recall process model that addresses all parts of the supply chain. This objective includes developing a framework that ensures recall readiness practices are consistent and integrated across all stages of the supply chains.

### **2. Define a Standard Data Set for Recall Information:**

We will establish a standardized data set for recall information. We recognize the critical need for consistency and clarity in the data shared during recalls. By defining data and format, we aim to streamline information exchange, ensuring that all stakeholders have access to accurate and uniform data.

### **3. Promote Modernized Recall Simulations:**

We will promote the use of modernized recall simulations that replicate real-world recall scenarios, go beyond traditional “mock recalls” that serve primarily as trace-back exercises, and allow stakeholders to practice and refine their response strategies. This approach ensures that our members are well-prepared for recall incidents.

## **Identified Work**

- Complete the draft Process and Data Models for a Recall Ready Community into final Models for adoption. Obtain the Simulation model from International Fresh Produce Association, and possibly incorporate it into the final Model for adoption.
- Create strategies for implementing the Models for a Recall Ready Community across sectors of trade and supply chains, drawing on the expertise of industry leaders and recall specialists.
- Develop measures of success to evaluate the implementation of the Models for a Recall Ready Community.

## **Timeline**

We envision this work to span the next 12-24 months.

## Q&A

How will this Alliance work with FDA, USDA, and state regulatory bodies?

- In the time leading up to the development of this Alliance, we have been in regular contact with the FDA to discuss the need for modernizing the recall process through standard and technologically advanced solutions.
- Now, working together as an Alliance, we seek to build on our relationship with the FDA to ensure that our efforts can enhance and be consistent with those of the agency, and to encourage the FDA to be at the table with us.
- Our intention is to connect further with USDA and state regulatory agencies.

How does the work of this Alliance build on the work others are doing, such as the Stop Foodborne Illness group and AFDO?

- We recognize and fully support the work of the Stop Alliance and the Association for Food and Drug Officials.
- Our Alliance is focused on improving the technical and business aspects of the recall process for removing recalled products from all levels of the supply chain in order to protect public health, primarily through FDA & USDA processes.

What's the difference between this and previous work on recall data standardization?

- Previous work on recall improvement focused on company activities and produced modest gains in companies ability to recall products from sale. This work addresses the gaps between companies that occur between companies in the flow of information to effect removal of products from the supply chain up to and including consumers' pantries.