RECALL PLAN CHECKLIST

1. Create a Customer/Buyer Contact list. Be sure to update names, phone numbers, and emails annually or as needed.
   - Restaurants or buying club distributors: Two contacts in purchasing/shipping department
   - Your own CSA: All members by email or website
   - Farmer's Market/Roadside stand: Website for customers to look for information, email sign up sheet, signs posted at the market or roadside stand
2. Create a Recall Contact list. This list should include names and phone numbers of media representatives, proper authorities (FDA, NCDA&CS, etc.), your insurance company and your legal counsel.
3. Identify the problem (chemical, physical or microbial risks) and assess the health risks.
4. Determine the products and lot numbers involved. (Only strawberries, or one day's worth of all vegetables, etc.)
5. Determine quantities involved. (cases, boxes, etc.)
6. Determine current inventory on the premises.
7. Determine the amount of product in the marketplace.
8. Identify the customers/buyers who have received the product.
9. Collect pertinent documentation regarding the affected product.
   - Inputs and outputs of affected field associated with the lot number such as notes on flooding, wildlife activity, an ill employee, manure application, etc.
10. You will need to determine:
    - the total amount of suspect product shipped/delivered
    - the total amount of suspect product still in the buyer's procession
    - the total amount of suspect product the buyer has shipped
    - any product discarded
11. Upon completion of the mock recall, outline any issues in the recall plan and how you should change the recall plan to make it better. For example, taking longer than 2 hours and not being able to account for 100% of the product.

To conduct a mock recall, identify one of your products delivered to a customer on a specific date. Call the customer, with a lot number and shipping information and enquire where the product went. Also have the customer create or send you a copy of any written documentation to verify their distribution. This document should be in your food safety manual alongside mock recall log (where the date and this activity is recorded).

In the General Section, the auditor will look in your food safety manual for your traceability program and a record of a completed mock recall and award up to 25 points in questions G-1 and G-2. In Part One and Two, the auditor will look for a record showing how production fields and produce moving out of fields are identified and award up to 10 points for each question (1-26 and 2-21).

Audit Tip #6
Get marketing mileage out of your traceability plan.

A majority of the farms in our study sold directly to the consumer through CSA programs, roadside stands and farmers' markets. In the event of a recall, contacting these types of customers can be difficult to unrealistic. Some of the ways small-farm operators can contact these types of patrons are through email sign up sheets, website notifications, and signs at the farmstand/farmers' markets. The system created by preparing for a recall has marketing benefits as well, as having customer email lists and proactively communicating with direct market clients can help build your brand.