

---

**From:** Mike Govro [mgovro@oda.state.or.us]  
**Sent:** Monday, May 08, 2006 11:19 AM  
**To:** FSIS RegulationsComments  
**Subject:** Comments on FSIS Retail Distribution FR Notice

The Oregon Department of Agriculture offers the following comments on the proposal concerning Availability of Lists of Retail Consignees During Meat or Poultry Product Recalls;

DEPARTMENT OF AGRICULTURE

Food Safety and Inspection Service

9 CFR Part 390

[Docket No. 04-006P]  
[FDMS Docket Number FSIS-2005-0028]  
RIN 0583-AD10

Availability of Lists of Retail Consignees During Meat or Poultry  
Product Recalls

AGENCY: Food Safety and Inspection Service, USDA.

The Oregon Department of Agriculture supports the FSIS proposal to amend the federal meat and poultry products inspection regulations to provide that the Agency will make available to the public lists of the retail consignees of meat and poultry products that have been voluntarily recalled by a federally inspected meat or poultry products establishment if product has been distributed to the retail level.

We believe that making lists of retail consignees available will make FSIS recalls more efficient and effective. Improving information dissemination will facilitate quicker removal of affected products from retail channels and recovery from consumers. By making distribution information more readily available, FSIS will more easily be able to utilize the assistance of State partners who are more familiar with retail operations.

While FSIS's system of recall notification is effective for products that retain their package identity through retail sale, the system is not effective for products such as ground beef that are shipped in bulk from the wholesale plant and packaged at retail. As a State that was directly involved with the first United States BSE case, we spoke to many consumers who did not know if product they had or had consumed was involved in the recall. The current notification system only requires a store that sold recalled product to provide the information on a placard, severely limiting the number of people who will receive the information. This proposal will improve consumers' abilities to determine whether or not product in their possession is being recalled. It will also assure that affected retailers are fully involved in the recall process and guard against failure in the notification system from the distributor to the retailer. In a contamination incident where risk is high, it will be imperative that consumers be able to determine quickly and accurately if product in their possession is safe. This is important from a public health standpoint as well as a public relations standpoint.

This proposal will have two additional benefits. First, it will improve States' abilities to respond more quickly and accurately to public inquiries about recalls, effectively multiplying FSIS efforts to communicate with the public. Second, it will promote consumer confidence in the nation's food supply and the regulatory systems designed to assure its safety. Not surprisingly, the public believes that these systems are in place to protect them, and that they have a right to know when they have been sold food that may be unsafe. This rule change will help more consumers get more specific recall information more quickly, and that will be correctly viewed as a benefit to the consumer.

We urge FSIS to implement this rule change.

Michael Govro  
Assistant Administrator  
Food Safety Division  
Oregon Department of Agriculture  
503-986-4726