

Comment Info: =====

General Comment: I am writing in support of the FSIS proposal to publish lists of Retail Consignees during Meat or Poultry Product Recalls.

Traditional agency responsibilities to protect the public from food-borne outbreaks as well as ensuring that meat and poultry products are wholesome would be enhanced by the timely release of retailer names which may have received contaminated products. Informed consumers would then be enabled to identify potentially harmful foods in their possession, and return the food to the retailer for disposition and/or subsequent microbiological testing. Denying consumer access to such vitally important retailer information adversely impacts consumers' ability to protect themselves.

Another advantage of releasing retailer names is the resultant retailer trace back pressure placed against the source plant of the contamination. Retailers will now be forced to deal with irate (but grateful) consumers, and will respond with a proactive commitment to pressure the source plant to implement corrective actions to prevent recurring shipments of contaminated meat to the retail establishment.

Releasing retailer information is a win-win situation, in which not only do consumers benefit from public release of vital information, but the true source plants are forced by their retail consumers to prevent recurrences, or lose future sales.

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