

**Better Communications,
Better Public Health
Outcomes: An Industry
Perspective**

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Outbreak Investigations

- Goal of an Outbreak Investigation is to gather information to identify product involved and to facilitate its removal from the market and consumers' homes to minimize additional illness.
- A shared goal!



Industry Role in Recalls

- First priority is not to have recalls
- If you have one, especially one involving a multi-state outbreak of foodborne illness, everyone's goal is to remove hazardous product from the market as quickly as possible
- Voluntary Vs. Mandatory – not the issue
- Whether voluntary or not, the producer has a significant role in implementing the recall

Producers Need Information!

- In order to do our part in a recall, we must get information from those that have it so that we can implement an efficient, effective, targeted recall.
- Information needs to be specific
 - Our production codes
 - Identity of our product




f Patties

4.54KG)

EN
MEAT CO.
196819

U.S.
INSPECTED
AND PASSED BY
DEPARTMENT OF
AGRICULTURE
EST. 1906

NUTRITION FACTS	
Serving Size: 1 patty (114g)	
Servings Per Container: 40	
Amount per Serving	
Calories 330	Calories from fat: 230
%Daily Value	
Total Fat 25g	38%
Saturated Fat 10g	50%
Cholesterol 75mg	25%
Sodium 660mg	28%
Total Carbohydrate 9g	3%
Sugars 1g	
Protein 17g	
Iron	15%
<small>Not a significant source of Vitamin A, Vitamin C, Calcium, and Iron.</small>	
<small>% Daily Values, based on a 2,000 calorie diet.</small>	

157400



Item number and production code

What Information Needs To Be Collected?

- A complete label, especially if product was packaged in a manufacturing facility.
- At minimum, information to identify at least one production day!

What Information Needs To Be Collected?

- If no complete label is available
 - What's in a name? (for example: was it ground beef, ground Chuck, Sirloin, or Round?)
 - Lean content?
 - Weight of product!
 - Location of store and approximate purchase date
- Absent an intact label, we can narrow the field of possible product involved by having as much information as can be gathered about the product.
- Store Cards are a great source of information!

Some Industry Frustrations

- Being informed that “we think you need to recall this product” when the investigation has been going on for weeks. (We could have been looking into it, holding product, stopping certain practices, etc.)
- Not being provided with necessary information after an outbreak is confirmed because:
 - No single entity has all information (e.g., not shared by State or local agency)
 - Information was not collected during the investigation (you mean you did not get the label!)

Some Things Industry Would Appreciate

- Single source of truth
 - Coordination of information among all investigators (Local, State and National) such that only one contact needs to be made to find out what is known.
- A willingness to share information in “real time”
- Standardization of investigation techniques and training of field investigators

Not Having This Information Can Result In:

- “Rolling recalls”
- Recalls that are larger than needed
(why is this a problem?)
- Delays in the process that can result in
more cases of illness.

Success Would Be No Recalls

But as this does not seem likely,
improving effectiveness and
protecting public health by
conducting quick and effective
recalls is in everyone's best interest!

Thanks for being here and we
look forward to your suggestions

