

**[Company Name]**  
**Standard Recall Plan**

If we detect a process deviation, inadequate seal formation, misbranded/ adulterated food or other problem that may affect public health, we will perform the following steps. Pertinent information will be entered in the spaces provided. Actual recall procedures may deviate from the recall plan as circumstances warrant.

Our Recall Coordinator is (*insert employee name and title*): \_\_\_\_\_.

Under the direction of the Recall Coordinator, we will:

1. **Contact** the Wisconsin Department of Agriculture, Trade and Consumer Protection **Food Emergency Response Coordinator** (608-224-4665) or the **Recall Hotline** (608-224-4714) and let them know that we must recall the products involved:
  - a. Identity of product(s) \_\_\_\_\_
  - b. Lot code(s) affected \_\_\_\_\_
  - c. Nature of the recall \_\_\_\_\_
  - d. Information on where the product was shipped or sold:

- e. Number of containers that were in the affected batch: \_\_\_\_\_
  - f. Number of containers that you still have in your control: \_\_\_\_\_

2. If advised to do so by WDATCP, we will **log the event** on the FDA Reportable Food Registry. WDATCP may guide or help.
3. **Take steps** to separate any of the affected product that is still in our control. We may put containers in a separate box with a clear "DO NOT SELL" marking on it, deface the label of each container, or open each affected container and dispose of the contents.

Indicate the action taken here: \_\_\_\_\_

Once product is segregated, we may choose to contact a **process authority**. If a process authority is contacted:

- i. Process authority contacted: \_\_\_\_\_
  - ii. Recommendation from process authority ( attach letter): \_\_\_\_\_
4. **Contact FDA if product has entered interstate commerce.** Contact local media to alert consumers, if we have no records of sales. As a preparatory step, phone numbers and/or e-mail addresses are listed for FDA, Farmers Market manager, retail store manager, media contact, and other key persons:

Newspaper(s):  
Radio station(s):  
TV station(s):  
Farm Market manager:  
Retail store manager:  
Additional contacts (list with contact information):

5. All phone, in-person, and/or e-mail contacts involved will be logged below.