Sample Recall Statement

(Your Letterhead)

Note: The U.S. Department of Agriculture will issue a press release when a recall is initiated. Companies generally have 30-60 minutes to review draft USDA releases for accuracy before they are issued. AMI recommends that companies engaged in a recall issue their own releases, even if this may seem duplicative. Release distribution should be documented. Below is a sample release that may be customized in a recall.

For Immediate Release:
Contact: (media contact, phone number and email)

NAME OF COMPANY Recalls AMOUNT Pounds of TYPE OF PRODUCT
Consumers Urged to Return Product to Place OF Purchase for Full Refund or Discard

(DATE, CITY, STATE) -- NAME OF COMPANY today announced a recall of INSERT AMOUNT pounds of TYPE OF PRODUCT, e.g., CHUB-PACKED GROUND BEEF because the product may be contaminated with E. coli O157:H7.

The product was sold in a variety of packaging formats to retail stores in INSERT NUMBER states between INSERT DATES.

The following products are being recalled:

DETAIL PRODUCTS IN BULLETED FASHION USING THE FOLLOWING MODEL:

• 10-pound bags of “MARVELOUS MEAT GROUND BEEF.” Each label bears a package date of “7-1,” “7-3,” “7-5,” “7-7,” “7-9,” or “7-10.” Each bag bears the product code "1125."

• 25-pound boxes of “3.75 OZ. BEEF PATTIES.” Each box bears the package date of “8-1-07.” Each box bears the product code "1137."

Each box or package also bears the establishment number "Est. INSERT ESTABLISHMENT NUMBER" inside the USDA mark of inspection.

The recall is being conducted because INDICATE REASON LIKE POSITIVE SAMPLE CONDUCTED BY U.S. DEPARTMENT OF AGRICULTURE, COMPANY TEST OR REPORTS OF ILLNESSES THAT MAY BE ASSOCIATED WITH CONSUMPTION OF UNDERCOOKED PRODCUT.

“Food safety is our company’s top priority,” SAID NAME, TITLE. “We urge consumers to take this recall seriously and return recalled products to the place of purchase for a full refund or discard the product.”
IF ILLNESSES ARE INVOLVED…
NAME OF SPOKESPERSON said…DETAIL ANY ACTION ITEMS, LIKE HIRING A FOOD SAFETY EXPERT, APPOINTING A TASK FORCE TO EVALUATE FOOD SAFETY PRACTICES, ETC.

“We take this situation seriously. We will take aggressive steps to prevent this from happening again,” said NAME. “When consuming any meat or poultry product, we urge consumers to follow the advice included in the safety handling labels on all of our products, which advise consumers to cook, clean, chill and separate meat and poultry when handling, preparing and storing.”

For more information, consumers may visit the American Meat Institute web site www.meatsafety.org.