APPENDICES

1. Annexure I
   Annexure II
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2. Annexure: The amazing success story of brand Safal
DRAFT NOTIFICATION

GSR (E)-In exercise of powers conferred by sub section (1) of section 92 of the Food Safety and Standards Act, 2006 and in pursuance of clause (m) of sub section (2) of section 92 read with sub section (4) of section 28 of the said Act, Food Safety and Standards Authority of India with the previous approval of the Central Government hereby makes the following regulations.

CHAPTER-1

Article 1: Short title and commencement: (i) These regulations may be called Food Authority’s Food Recall Procedures Regulations, 2009.

(ii) They shall come into force from date of notification in the official Gazette.

Article 2: Definitions- In these regulations, unless the context otherwise requires:

(i) “Act” means the Food Safety and Standards Act, 2006.

(ii) “Food Authority” means the Food Safety and Standards Authority of India established under section 4 of the Act.

(iii) “Food Business Operator” in relation to food business means a person by whom the business is carried on or owned and is responsible for ensuring the compliance of the Act, rules and regulations made there under.

(iv) “Food Business” means any undertaking, whether for profit or not and whether public or private, carrying out any of the activities related to any stage of manufacture, processing, packaging, storage, transportation, distribution of food, import and includes food services, catering services, sale of food or food ingredients.

(v) “Public warning” means alert issued to the public by Food Authority or State Food Authority or by the Food Business Operator on its own with approval of Food Authority, that the food being recalled presents a health hazard

(vi) “Recalling Food Business Operator” means manufacturer, importer or company engaged in whole sale supply, who has the primary responsibility to recall the food under recall.
(vii) "Recall Plan" means a written set of procedures, practices and actions to be put in place by Food Business Operators for food recall.

(viii) "Recall" means action taken to remove a marketed food from distribution, sale and consumption which is unsafe and violate the provisions of the Act and the rules & regulations made there under.

(ix) "Regulations" means regulations made under the Act,

(x) "State Food Authority" means Commissioner of the Food Safety Authority of the State appointed under Section 30 of the Act or any other person authorized by him for the purpose

(xi) "Unsafe food" is food as defined under section 3 (c) (iii) (zz) of the Food Safety and Standards Act, 2006.

All other words and abbreviations, which are not defined under these regulations, shall have the same meaning and definition/interpretation as given in the Act or rules & regulations laid there under.

CHAPTER 2

ARTICLE 3: OBJECTIVES OF FOOD RECALL

The objectives of food recall procedure are:

(i) To guide Food Business Operators on how to carry out a food recall through an efficient, rapid identification as well as removal of unsafe food and food that violate the Act and Rules & Regulations made there under from the distribution chain and informing consumers (where necessary) of the presence of potentially hazardous food in the market and ensure that unsafe food are contained and destroyed or rendered safe;

(ii) To guide Food Business Operators on how to establish a written recall plan for carrying out food recall in case the food does not meet the requirements of the hygiene, safety and quality of food and to protect the health of consumers; and

(iii) To establish a follow-up action/post recall report in order to ensure the effectiveness of the recall and prevent a reoccurrence.

ARTICLE 4: SCOPE OF FOOD RECALL

(i) These regulations apply to the recall of food that presents a threat to the public health or whose quality does not conform to the Act and Rules & Regulations made thereunder. Recall of food is in the common interest of the industry, the government and in particular the consumer.
(ii) All food businesses engaged in the wholesale supply, manufacture or importation of food regulated by Food Authority must have an up-to-date recall plan except food retailers, unless they are also engaged in the wholesale supply, manufacture or importation of food. Food businesses within the food service sector such as restaurants, caterers and takeaways are exempted to have recall plan unless they are running multi-outlet food business chains having integrated manufacturing and distribution network.

(iii) The food retailers and businesses within the food service sector which do not need a recall plan, shall remove recalled stock from shelves and return it to the manufacturer, importer or wholesaler and must ensure that food that is subject to a recall is separated and identified from other food until it is disposed of in accordance with the instructions provided as part of the recall plan.

(iv) A recall plan must be available in written form and shall be made available to the State Food Authority / Food Authority on request. The Food Business Operator is required to comply with the plan it has developed when it recalls food.

(v) In the case of alcoholic beverages the mandatory mentioning of warning “consumption of alcohol is injurious to health” may not be treated as unsafe unless the beverage is otherwise not containing any harmful and dangerous substance that may cause serious health problems or is unsafe to the consumer.

CHAPTER 3
FOOD RECALL PROCEDURE

ARTICLE 5: INITIATION OF FOOD RECALL:

(i) A Food Business Operator engaged in wholesale supply, manufacturing and importation of food shall initiate a recall at any time to fulfil their responsibility to protect public health from food that is unsafe for the consumer or is not in compliance with the Act and the rules and regulations made there under.

(ii) A recall may be initiated as a result of reports / complaints referred to the food business operators from a variety of sources. The reports / complaints may be referred by manufacturers, wholesalers, importer, exporter, distributor, retailers, consumer, media, Government agencies and Food Authority or State Food Authorities. In case the Food Business Operator does not respond to the complaint, complainant / consumer may report to the State Food Authority / Food Authority which will take steps to determine the need for recall and instruct the Food Business Operator involved accordingly.
(iii) The State Food Authority / Food Authority may direct the Food Business Operator engaged in wholesale supply, manufacturing and importation to initiate a recall if a food manufactured and distributed by him is unsafe or violate Act and rules & regulations made there under and if the Food Business Operator has not initiated a recall on its own. On such directions it is the responsibility of the Food Business Operator to carry out recall.

(iv) It is the responsibility of all the Food Business Operator in the entire distribution chain to implement the recall instruction of the recalling Food Business Operator and shall conduct the recall and provide information on the distribution of the food to the recalling Food Business Operator or State Food Authority / Food Authority; failure to do so may result in appropriate action.

(v) When a Food Business Operator refuses to undertake a recall directed by the State Food Authority / Food Authority or where the State Food Authority / Food Authority has sufficient reasons to believe that a recall would not be effective, determines that a recall is ineffective, or discovers that a violation is continuing the State Food Authority/Food Authority will take appropriate action. The cost incurred by the State Food Authority / Food Authority for carrying out such actions will be recovered from the Food Business Operator responsible for such violation.

(vi) A recall of food manufactured overseas may also be initiated by reports of health authorities, or from information received directly from such authorities or otherwise.

(vii) In case of recalls involving exported food; Food Authority will specifically monitor the recall plan. The State Food Authority needs to keep Food Authority fully informed in all such cases of the proposed recall plan. Food Authority may also consider communicating with the regulatory bodies of the importing countries for effectiveness of the recall of such foods.

(viii) The initiation of Food Business Operator or State Food Authority / Food Authority directed recall does not preclude the State Food Authority / Food Authority from taking further regulatory action against a responsible Food Business Operator.

ARTICLE 6: RECALL CLASSIFICATION

Recalls are categorised in to two classes according to the level of hazard involved.
Class I Recalls: are for unsafe food that could cause serious health problems or even death.

Class II Recalls: are for food that are unlikely to cause any adverse health problem, but violate the Act and the rules and regulations made their under.

ARTICLE 7 - OPERATION OF FOOD RECALL SYSTEM

(i) The Food Business Operator shall maintain distribution records in which the name and address of supplier and/or customer as well as the nature of the food and date of purchasing and delivery, lot No./batch code, pack size, brand name, date of manufacture and best before date and shall maintain such records for a period of one year after the shelf life and expected use of the food.

(ii) The recalling Food Business Operator shall submit a recall alert notification as per Annexure-I to the State Food Authority / Food Authority immediately but not later than 24 hours from the time the Food Business Operator learnt about the food is unsafe and not conforming to the requirements of the Act and rules and regulations made their under and the recall exercise has been initiated. To ensure speedy communication, such alert may be sent by Fax, e-mail, On-line and/or by speed post. The State Food Authority shall inform of such recall alerts to Food Authority within 24 hours of receipt.

(iii) The recalling Food Business Operator shall stop distribution, production of the food under recall, without waiting for State Food Authority / Food Authority response so as to ensure that consumer safety is not compromised, contact distributors of the affected food by phone, e-mail, fax, letter or a combination thereof, notify the suppliers and any other relevant retailer/trade association and immediately identify total quantity produced dispatched with all possible identification details. The recalling Food Business Operator may resume production and distribution of the identified product after obtaining the clearance from the State Food Authority / Food Authority.

ARTICLE 8: RECALL PLAN

(i) The recalling Food Business Operator shall formulate a broad level recall plan as part of their Food Safety Management System (Annexure-II).

(ii) The Food Business Operator shall submit a specific recall plan to State Food Authority / Food Authority at the time of actual recall being carried out by the Food Business Operator, taking into account result of health hazard evaluation/classification; ease / challenges in identifying the product; degree to which the deficiency in the food is obvious to consumer; degree to which the food remains unused in the marketplace and supervise the recall, assemble data and report on the completion of recall.
(iii) The State Food Authority / Food Authority will review the adequacy of the proposed recall plan developed by the recalling Food Business Operator and recommend the changes as appropriate. The Food Business Operator shall conduct the recall in accordance with the recall plan submitted to the State Food Authority / Food Authority without waiting for the response of the State Food Authority / Food Authority.

ARTICLE 9: RECALL COMMUNICATION

(i) The recalling Food Business Operator shall be responsible for promptly notifying each of its affected downstream Food Business Operator and individuals about the recall. The format, content, and extent of a recall communication shall commensurate with the hazard of the food being recalled and the plan developed for recall.

(ii) Such recall communication shall be accomplished by e-mail, fax, letter or a combination thereof; conspicuously marked “Food Recall” preferably in bold red type. The communication shall also be marked “urgent”. Telephone calls or other personal contacts shall ordinarily be confirmed by one of the above methods and documented in an appropriate manner.

(iii) Food business operator who receive a recall communication shall immediately carry out the instructions set forth by the recalling food business operator and, wherever necessary, extend the recall to its own downstream food business operators and individuals in accordance with paragraphs (ii) and (iii) of this article (Annexure-III).

(iv) In case of Class I recall the recalling Food Business Operator shall inform the consumer (Public Warning) in the affected area of the recall at the earliest possible moment which may take the form of press release, letter to the concerned parties or paid advertisement in the media. Such press release, letter or advertisement shall be in the form of Food Recall Notice and shall contained the following information:

a) Name of the Food Business Operator recalling the food.
b) Name of the food, brand name, Pack size, Batch & Code Number, date of manufacture, used by date or best before date.
c) The contamination/ violation in the food / reason for recall.
d) The “do not consume message if the food is unsafe”.
e) Health warning and action.
f) The places/ outlets where the food is found.
g) The action to be taken by the consumer.
h) A contact number for queries.

(v) The recalling Food Business Operator shall respond to each query from the State Food Authority / Food Authority within 24 hours of the receipt of the query.
ARTICLE 10: RECALL STATUS REPORT

(i) It is the responsibility of the recalling Food Business Operator to determine whether its recall is progressing effectively. The Recalling Food Business Operator shall submit periodic status reports to the State Food Authority/Food Authority after the notification of the recall for assessing the progress of the recall. The frequency of such reports will be determined by the relative urgency/gravity of the recall and will be specified by the State Food Authority/ Food Authority for each recall. However, in any case the reporting interval shall not be more than 1 weeks:

(ii) Unless otherwise specified or inappropriate in a given recall case, the recall status report shall contain the following information (Annexure- IV):

a) Number of downstream Food Business Operators or individuals notified, and date and method of notification;
b) Number of Food Business Operator responding to the notification and quantity of the particular food in their possession;
c) Number of Food Business Operator or individuals not responding to the notification and Quantity of food dispatched to them. (if needed, the identity of non responding Food Business Operator may be requested by the State Food Authority/ Food Authority);
d) Quantity of recalled food and result of investigation;
e) Proposed method of disposal or otherwise of recalled stock with records of destruction.
f) Anticipated time limit for completion of the recall.

(iii) Recall status report are to be discounted when the recall is terminated by the State Food Authority / Food Authority.

(iv) The recalling Food Business Operator shall properly retain complete documentation on food recall for inspection and verification by the State Food Authority or Food Authority.

ARTICLE 11: FOOD RECOVERY

(i) The recalling Food Business Operator shall store the recovered food in an area which is separated from any other food and is identified by a label plate with prominently written RECALLED PRODUCT.

(ii) The recalling Food Business Operator shall maintain accurate records of the recovered food and their lot No./batch code, pack size, brand name, date of manufacture, best before date etc. Proper recording system shall be available to ensure that all the foods are retrieved and their details recorded.
(iii) The recalling Food Business Operator may correct or reprocess the recovered food if appropriate in consultation with State Food Authority and ensure that it is fit and safe for human consumption before release to the market. In all other cases, the recalling Food Business Operator will ensure appropriate destruction of such food in consultation with/presence of the State Food Authority representative. A complete record of the disposal of such product shall be maintained.

ARTICLE 12 - POST RECALL REPORT

(i) The recalling Food Business Operator shall submit post recall report after the completion of the recall to assess the effectiveness of the recall.

(ii) The effectiveness of a recall shall be assessed on the basis of the quantity/amount of food returned as a proportion of the quantity/amount of food that left the recalling Food Business Operator while taking into account the retail turnover of the food.

(iii) In addition to assessing the effectiveness of a recall, it is necessary to follow up by investigating the reason for the recall and taking action to prevent a recurrence of the problem.

ARTICLE 13: TERMINATION OF A RECALL:

(i) The recalling Food Business Operator may request termination of its recall by submitting a written request to the State Food Authority / Food Authority along with latest recall status report / post recall report stating that the recall was effective. The request may be made as per Annexure-V.

(ii) A recall may be terminated when the State Food Authority / Food Authority determines that all reasonable efforts have been made and it is reasonable to assume that the food subject to the recall has been removed and proper disposition or correction has been made.

(iii) Written notification to the effect that a recall is terminated will be issued by the State Food Authority / Food Authority the recalling Food Business Operator within two weeks of the request submitted by the recalling Food Business Operator.

(iv) In case of unsatisfactory reports, the State Food Authority/ Food Authority may consider further action like stepped-up inspection, seizure or any other legal action, against the recalling Food Business Operator.
ARTICLE 14 - FOLLOW-UP ACTION

Recalling Food Business Operators shall provide the State Food Authority/Food Authority with an interim report as soon as a recall is completed, in any case not later than one month after the completion of a recall, covering the following information such as:

(a) the circumstances leading to the recall;
(b) the action taken by the recalling Food Business Operator including details of any publicity;
(c) the extent of distribution of the relevant batch in the country and overseas;
(d) the result of the recall (quantity of stock returned, corrected, outstanding, etc.);
(e) the proposed method of disposal or otherwise of recalled stock with record of destruction; and
(f) the action proposed to be implemented in future to prevent a recurrence of the problem.

ARTICLE 15: RESPONSIBILITY OF THE FOOD BUSINESS OPERATOR:

(i) It is the responsibility of Food Business Operator to have procedures and systems in place to identify other business to whom they have supplied their food.

(ii) Food Business Operator shall collaborate with the State Food Authority/ Food Authority on action taken to avoid or reduce risks posed by the specific batch/lot/code of food, which they supply or have supplied.

(iii) It is the responsibility of Food Business Operator to remove the food from sale or distribution, when requested by the State Food Authority/ Food Authority.

ARTICLE 16: RESPONSIBILITY OF THE STATE FOOD AUTHORITY

(i) The State Food Authority shall supervise the recall by the Food Business Operator and inspect the Food Business Operator's capability of recall after receiving the recall alert notification. The work of the State Food Authority shall include the following:
   a) Inspect the violating food after receiving complaint from the consumer, take action by law and advise the Food Business Operator in consultation with food Authority to recall such food.
   b) In recalls involving consumers, and where warranted, liaise with the Food Business Operator to prepare a media release for immediate use by the media.
c) Conduct audit checks selectively when it determines that the Food Business Operator is unable to ensure the effectiveness of its recall.
d) Advice the Food Business Operator who has submitted an incomplete recall proposal to make improvements.
e) Give instruction on the frequency of reporting the condition of recall, subject to the urgency of the case, and the monitor the Food Business Operator's recall progress.
f) Supervise the Food Business Operator in its completion of recall and assess their recall report.
g) Offer follow-up guidance to the Food Business Operator; conduct periodic inspections to ascertain the extent of recall accomplished; file relevant recall information and issue the necessary press release.
h) Monitor the effectiveness of the recall notification, correction or removal, verify appropriate food disposal and terminate the recall.
i) Where exported Indian-made foods are subject to recall, liaise with the Food Business Operator in order to determine
   • The recall plan for the exported foods;
   • The form of advice about the recall to be given to health authorities in the importing countries.

(ii) The Food Authority shall be kept informed by the State Food Authority in the execution of the above work and will be guided by such instructions as the Food Authority may give.

ARTICLE 17: RESPONSIBILITY OF THE FOOD AUTHORITY

(i) The Food Authority shall supervise the State Competent Authority in the execution of the above work and, where necessary, may assess the relevant reports submitted by the Food Business Operator and give instructions.

(ii) The Food Authority may have the recall portal with having unique identification number assigned to each recall for monitoring and to provide information to the consumer about the recall. The Food Authority may make publicity about the recall when it considers that the public need to be altered about the health hazard depending upon the situation.
Recall plan

The following elements shall be included in the recall plan.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Purpose</th>
<th>what to do?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RECALL MANAGEMENT TEAM</strong></td>
<td>Allows you to communicate and act on your recall plan smoothly</td>
<td>Appoint responsible people from production, quality, sales, purchasing, insurance, legal, technical, media where appropriate. Responsibilities of such committee members shall be plan defined with recall plan</td>
</tr>
<tr>
<td><strong>COMPLAINT FILE</strong></td>
<td>Allows you to identify unsafe food and correct problems in food safety systems</td>
<td>Recording, investigating the complaint and taking action based on the investigation findings</td>
</tr>
<tr>
<td><strong>RECALL NOTIFICATION CONTACT LIST</strong></td>
<td>Identify the state food authority that can assist you with your investigations and corrective actions</td>
<td>Name of the State Food Authority contact, complaint number, and telephone numbers</td>
</tr>
<tr>
<td><strong>IDENTIFYING THE FOOD</strong></td>
<td>Limit the scope of the recall, and remove the food from distribution quickly and accurately</td>
<td>List all raw ingredients from suppliers and to finished product. Code your finished products</td>
</tr>
<tr>
<td><strong>PRODUCTION AMOUNTS</strong></td>
<td>Allows you to know how much of the food is in your company control and how much has been sold</td>
<td>Record the amount of each lot code of each food produced and expected on the market</td>
</tr>
<tr>
<td><strong>DISTRIBUTION RECORDS</strong></td>
<td>Allows you to limit your recall to the specific accounts that received the food being recalled</td>
<td>Record address and name of the account, address, food name, lot code, telephone number, amount of food shipped/partially distributed</td>
</tr>
<tr>
<td><strong>RECALLED FOOD RECORDS</strong></td>
<td>Allows you to know that the food has been recalled, and has not reentered the market</td>
<td>Record brand, food name, size, code, amount, date of recall, amount of recall</td>
</tr>
<tr>
<td><strong>RECALL PROCEDURES</strong></td>
<td>Contain a step by step description of what to do when you have to recall a food</td>
<td>Follow step by step procedure given in the flowchart enclosed</td>
</tr>
</tbody>
</table>

Annexure-A
**STEPS IN RECALL PROCURE**

1. **Recall management team**
   - Assemble the recall management team.
   - Identify the persons and assign recall duties to them.
   - Small & tiny food business operators may contain just one to two people to have above responsibilities.

2. **Notification**
   - Notify the State Food Authority immediately.
   - Inform the consumer of the recall at the earliest possible moment in the form of press release, letter or paid advertisement in the media.

3. **Identifying the food to be recalled**
   - Identify any person whom they have been supplied with a food.
   - Identify business and individuals to which his production have been supplied.

4. **Product recovery**
   - Store the recovered food separately and keep accurate records of the recovered food.
   - Correct/reprocess the food if it is fit for human consumption. Otherwise destroy in front of the State Food Authority.

5. **Effective Recall**
   - Conduct effective checkness as part of recall.
   - Amount of food returned as a percentage of the amount of food which left the manufacturer while taking into account the retail turnover of that food.

6. **Follow up action**
   - Provide the State Food Authority with an interim report as soon as a recall is completed.
   - The circumstances, action taken, result of recall, method of disposal and preventive measures are to be reported.

7. **Recall termination**
   - Retain complete documentation on food recall for inspection and request for termination.
   - The State Food Authority will terminate a recall after completing all recall activity.
# FOOD RECALL ALERT NOTIFICATION FORMAT

(to be given on Food Business Operator’s letterhead)

To  
Food Authority/State Food Authority

1. **Name and Address of the Recalling Food Business Operator**

2. **Name, Designation and Contact details of person who should be contacted**

3. **Identity of the implicated food**
   - Food Type:  
   - Brand Name:  
   - Date of Manufacturing:  
   - Batch/Number code:  
   - Quantity/No. of Food Affected:

4. **Reason for recall**

5. **Date and circumstances under which Food deficiency was discovered**

6. **Nature of Hazard**
   - Name and address & tel. No. of person reporting the problem  
   - Has any testing been undertaken:  
   - Nature of problem  
   - Results:  

7. **Total quantity/amount of implicated food produced**

8. **Time span of production**

9. **Amount of implicated product sold to the Food Business Operator/individual in the distribution channels**

10. **Extent of distribution of the food (Level of distribution, No. of direct accounts, Identity of direct accounts if possible)**

11. **Copy of Recall Communication (if already issued) otherwise proposed communication and means/proposed means of communication**

12. **Action already taken and Proposed plan for recall.**

13. **Any other relevant information**

* Please attach extra sheets if space is insufficient

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**Signature and title**  
**Date:**
FOOD RECALL STATUS REPORT FORMAT
(to be given on Recalling Food Business operator’s letterhead)

Date: ________________

Food Authority’s Unique Identification No. for Recall ______________________

Name of the food ________________ Brand Name: ______________________

Batch /Code Number: ________________ Date of Mfg: ______________________

State Food Authority / Food Authority Contact: ______________________

Phone: ______________________ Email address: ______________________

Dear ______________________

__________________________________________
(Name of the recalling Food Business Operator) hereby submits the
following Recall Status Report regarding the above-listed food

1. Quantity related details of implicated product before recall initiation
   a. Total produced:______________
   b. Total sold to Food Business Operator / individual in distribution channel:______________
   c. Total to be recalled:____________________

2. Notification
   a. Total number of Food Business Operator / individual identified: ________________
   b. Number of Food Business Operator / individual notified: ________________
   c. Method of notification (check all that apply):
      1. Letter ______________________
      2. Phone ______________________
      3. FAX ______________________
      4. Email ______________________
      5. Other (specify) ______________________

3. Food Business Operator Response
   a. Total number of Food Business Operator/ individual responding: ________________
   b. Total number of Food Business Operator / individual not responding: ________________
   c. Total quantity of food dispatched at Non-responding Food Business Operator/individual end: ________________
   d. Number of packaged units and its amount sold to and returned by each responding Food Business Operator/ individual: ________________

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<thead>
<tr>
<th>Sold Number</th>
<th>Quantity</th>
<th>Returned Number</th>
<th>Quantity</th>
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(Add more as required)

Total ______________________
4. Effectiveness Checks

a. Total number required: __________________________

b. Total number completed: _________________________

c. Completion date: _______________________________

5. Estimated Recall Completion Date: _____________

6. Proposed method of disposal of recovered stock/record of destruction:

7. Actions proposed to avoid recurrence in future

Sincerely,

Signature and title
Recalling Food Business Operator

Note:

1. Provide cumulative information.

2. The final status report to be attached with the Recall termination request shall provide decided method of disposal / records of destruction in point 5.
FOOD RECALL COMMUNICATION FORMAT
(to be given on Recalling firm’s letterhead)

FAX/Letter Template
To
All Food Business Operator of Recalled Food
(Distributors/Wholesalers/Retailers/Restaurants)

URGENT!
FOOD RECALL (should be in bold red type)

Food Authority’s Unique Identification No. for Recall (when available) ______________________
Date: ___________________

Our company is voluntarily recalling _____(food name)_____ due to _____(reason for recall)_____.
It may not meet food safety & quality standards, and/or may represent a small/moderate/serious
(CHOOSE one word) health or safety threat to people who use it.

Please follow these instructions to ensure a successful recall:

(i) Immediately discontinue selling or distributing your existing stock of _____(brand, name, code
    of food, package size, etc.)_____.

(ii) Inform us of the quantity of food you have on hand by completing the bottom portion of this
    form. Sign the form and return it by FAX to _____(Contact person & FAX number)____ as soon
    as possible.

(iii) DO NOT dispose of the food! Instead: (Choose one of the two options)
    a. Wait for further instructions from _____(their sales rep)_____ OR
    b. Return the recalled food to _____(name of company’s (contact person)_____as soon as
        possible.

If you have distributed any of the recalled food, please immediately:

(i) Contact your downstream food business operator/individuals by telephone and in writing to
    advise them about the recall.

(ii) Instruct them to return their unused, undestroyed stock to (company or supplier).

(iii) Instruct them to also notify any of their Food business operator/individuals, which may have
    received the recalled food.

If you have any questions regarding this recall, please feel free to contact _____(company’s contact
    person)_____ at _____(phone)_____.

Sincerely,

(Recalling Food Business Operator)

______________________________________________________________

CUSTOMER NAME: _____________________________________________

QUANTITY ON HAND: ________________________________________ Cases / Cans / Packages
One)

______________________________________________________________
Owner’s Name – Please Print

______________________________________________________________
Owner’s Signature
FOOD RECALL TERMINATION REQUEST FORMAT
(to be given on Food business Operator’s letterhead)

Date: ________________

To

The State Food Authority/Food Authority

Food Authority’s Unique Identification No. for Recall __________________________

Product Brand: ______ Product Code: ______ Date Code: ______

Food Authority Contact: __________________ Phone: ______ Email: ______

Ref: Request for Recall Termination

Dear ____________

___(Food Business Operator)___ initiated a Class ___ recall of the above-listed product on ___(date)___ that extended to the ______ level. Proper notifications were made by phone, fax, email, mail and personal visits, and records of these notifications have been provided to your office.

All requested Status Reports have been filed (indicate if or not within the proper timeframes), and the latest report is being submitted with this. ___( Food Business Operator)___ believes the above-listed product has been successfully recalled.

In light of this successful and conscientiously executed recall, ___( Food Business Operator)___ hereby requests that this food product recall be terminated, and that ___( Food Business Operator)___ be provided with written confirmation of the termination.

Thank you for your assistance.

___________________________
Signature and title

(Food Business Operator)
Annexure 2

The amazing success story of brand Safal

Following is one of the successful and amazing story of framers applying different managerial techniques which led to success of not only individual farmers but also farming community in villages and all those associated with it. The present is often called the Safal model.

For close to 25 years, a large chunk of households in the National Capital Region have had access to fresh fruits and vegetables at affordable prices - at rates much lower than what the local vegetable and fruits market or the handcart vendor would charge. This was made possible by standing the concept of buying on its head.

Instead of the farmer coming all the way to markets where the middleman would fleece him and where he had to pay steep taxes, the market went to his doorstep. As a result, customers could get the fresh products daily, making the farm-to-fork concept a reality long before retail chains began doing so in the metros. It is the Safal model that these chains also employ.

Safal's turnover is now Rs 550 crore. The inspiration was milk. A decade and more after Mother Dairy, a fully owned subsidiary of the National Dairy Development Board, had established itself as a leading vendor of milk purchased mostly through cooperatives of farmers, it turned its attention to fresh produce and edible oils.
As a state-owned undertaking, NDDB’s basic mandate in all such endeavours is to provide a market for farmers through the cooperative framework and to help them get the right price for their produce. It cannot at the same time afford losses, says PradiptaSahoo, horticulture business head at Mother Dairy Fruit and Vegetable, which owns the Safalbrand. In the case of edible oils, sold under the Dhara brand, there is the larger issue of reducing dependence on imports. Sales, though, are just over Rs 350 crore (Rs 3.5 billion) in a market that is valued at Rs 75,000 crore (Rs 750 billion) - and this 22 years after it launched its first branded cooking oil.

Safal, on the other hand, has fared much better. Turnover is now Rs 550 crore (Rs 5.5 billion) and has been growing steadily at around 10 per cent annually, with the brand becoming a household name in NCR. Its 400-plus outlets provide vegetables that are five-15 per cent cheaper than the market rate, apart from bigger discounts on items that are in oversupply.

This has helped to build consumer loyalty for MDFV, which sells about 350 tonnes of fruits and vegetables daily. Its strong point, however, is the backend of its operations, which in this case means the farmer.

It works at the village level through its area stations, which have agriculture graduates on call for farmers. The cultivator is the focus, not merely because of Mother Dairy's social mandate but also to enhance marketability.
"We not only pay the mandi (wholesale market) rate prevailing at Azadpur (Asia's largest fresh produce market located in north-west Delhi), but also provide agriculture extension services to the farmer," says Sahoo. This includes crop planning, advice on what kind of seed and fertiliser to use and tips on good agriculture practices which from a consumer point of view are critical. Sahoo says: "One of the serious drawbacks with fresh produce is the heavy use of pesticide. We tell farmers how to use it and when. "In mandis you will find produce that has been sprayed just before being harvested. This is not the case with Safal vegetables and fruits."

Mother Dairy has been able to put together over 200 farmers associations.
Over time as trust developed, Mother Dairy has been able to put together over 200 farmers associations with a membership of 8,000 farmers straddling 14 states. But the relationship is sometimes rocky. Since there is no written contract, farmers are not bound to sell their crop to MDFV.

Quite often, loyalty was at a discount when the big names in domestic retail such as Reliance Fresh, Spencer's and More made their debut in Delhi five to six years ago. With their deep pockets they were able to buy out stocks of popular vegetables from farmers at higher rates while still keeping the prices low for consumers. Farmers are still switching sides.

Old-time associates of MDFV, however, say they would prefer to stay with Safal as long as the price is reasonable. Vinod Jhajharia from Abohar in Punjab has been selling vegetables to MDFV for the past decade.

"I started by supplying bottle gourd to the company and then switched to kinnow (a hybrid citrus fruit) because the profits were higher. Company officials have helped me improve quality and given me an assured market," he told Down To Earth.

The compelling reason for Jhajharia, as for other farmers, is that he gets the Azadpur rate without the aggravation of going to the mandi, haggling with the adhtiyas or commission agents and paying fees, taxes and bribes. "That can be a painful and time-consuming affair," he says.

There are other horror stories. Jhajharia says he once fell prey to an adhtiya who took away his produce worth Rs 80,000 and never paid him. The other reason is assured payment, adds Surinder Juneja who heads the Abohar Safal Farmers Association.
The association, formed five years ago, covers farmers of around 150 villages. Their average farm size is two to three hectares. Most of them grow kinnow, for which Abohar is famous. They also supply carrots and radish to MDFV. "A farmer has a harrowing time when he goes to the mandi. In Punjab we have to pay four per cent market fee, and 5.5 per cent VAT, apart from commissions to the adhtiya. "We save ourselves all this bother and make a profit even after Safal cuts transport cost from the final price," says Juneja. The taxes and fees are levied under the Agriculture Produce Market Committees Act and it varies in each state.

Although the Centre has been calling for its reform and has put up a model Act for states to implement, few states have done so. As a result, if a farmer from Jammu and Kashmir wants to sell his produce in Delhi, he would have to pay taxes and octroi to each of the states he passes through. For Juneja, the comfort MDFV offers is that it is a public sector company and works through the cooperative model. "We have established a good working relationship over the years," says Juneja, "because of our faith in this model".

But he confesses that association members do sell to other buyers, including retail chains, because Safal's operations are limited and cannot absorb all that they grow.

Clearly, MDFV needs to gear up for competition. Its growth over the past decade has shown it is not as nimble as it should be. Given the aggressive plans being drawn up by domestic retail chains, not to mention the likely approval of foreign direct investment in retail, Safal could soon find itself under pressure. Sahoo, formerly with
Reliance Retail, is aware of the challenges. "Retail chains price fresh produce low primarily to increase the footfalls. For them, this is not a priority segment and they use profits from other goods to subsidise fresh produce." MDFV cannot do that. But it believes "competitors cannot steal the trust Mother Dairy has built up in 25 years." Whether it can withstand the harsh economics of the marketplace remains to be seen.

(Source: Down To Earth FromRediff Website: http://www.rediff.com/business/slide-show/slide-show-l-safal-shows-the-way-to-affordable-shopping/20120106.htm
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