Retail Food Establishments: Guide to Consumer Advisories

Regulation 61-25: Retail Food Establishments



Five Key Risk Factors repeatedly identified in foodborne illness outbreaks:

- 1. Improper Holding Temps
- 2. Inadequate Cooking
- 3. Contaminated Equipment
- 4. Food from Unsafe Sources
- 5. Poor Personal Hygiene

Item 2 is addressed on this sheet.

Regulation 61-25 Citation 3-603.11

Consumer Advisories are required for several different food items and require both a disclosure and a reminder.

Public Health Reasons

Consuming animalderived foods that are not properly cooked poses a foodborne illness risk to consumers.

The intent of the advisory is to ensure that all consumers are informed about the increased risk of eating undercooked foods.

A disclosure and reminder

can be made available to the consumer via brochures, deli case or menu. label statements. table tents, a placard at the point of sale, or other effective written means. They may also be combined, like in the following example.

Example

Oysters on the Half Shell* \$13.99



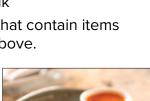
*Contains ingredients that are raw or undercooked. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

Disclosure

A disclosure must include a description of the raw or undercooked food. These foods also need an asterisk (*) that leads consumers to a footnote stating that the highlighted items are or contain ingredients that are served raw or undercooked.







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Reminder

The **reminder** must contain an additional footnote stating one of the following:

- 1. Written information is available upon request about the safety of the raw or undercooked items:
- 2. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness: or
- 3. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

What foods require a consumer advisory?

>> Raw or Undercooked

- Beef
- Eggs
- Fish
- Lamb
- Pork
- Poultry
- Shellfish
- >> Raw Milk
- >> Foods that contain items listed above.