

KANTAR PUBLIC=

FSA/FSS Efficacy of Recalls

Appendices

6th September 2017



Contents

Appendix A:	Phase 1 Topic Guides & Stimulus	3
	a) Phase 1a – Stakeholder telephone interviews (qualitative)	3
	b) Phase 1b – Local Authority ‘case study’ telephone interviews (qualitative)	11
Appendix B:	Phase 2 Questionnaires	16
	a) Phase 2a – Public online interviews (quantitative)	16
	b) Phase 2b – FBO telephone interviews (quantitative)	33
	c) Simplified process map shown to food business representatives at phase 2b	43
Appendix C:	SIC Codes	58
Appendix D:	Phase 3 Topic Guides & Stimulus	59
	a) Phase 3a – Public face-to-face workshops (qualitative)	59
	b) Phase 3b – Public online forum (qualitative)	81
Appendix E:	Phase 3a Examples of co-creation activity	92

Appendix A: Phase 1 Topic Guides & Stimulus

Note: The research materials in phase 1 used the phrase 'recalls process' to encompass the combination of actions that might be taken for a recall or for a withdrawal. The evidence generated from phase 1 suggested that adding further granularity in definition in subsequent research phases would be important in revealing any potential nuances between recall and withdrawal processes. Therefore, subsequent phases separated the concepts of 'withdrawal' and 'recall' in questioning and discussion.

In any phase, where participants communicated specifically about 'recall' or 'withdrawal', this report communicates the distinction. However, as this report is rooted in primary research, it reflects the language and terminology used by participants in the undirected conversations conducted in phases 1 and 2b. Consequently, the terminology reported here reflects participants' word choices and levels of knowledge which may not reflect legal definitions in all cases.

Similarly, in phases 2a, 3a and 3b the research captured consumers' knowledge, expectations and attitudes on the roles of food businesses and the state in relation to the food recalls system. This report reflects consumers' word choices and levels of knowledge rather than the realities of the legislative and regulatory environments. This note is replicated in section 2.4.1 of the main report.

a) Phase 1a – Stakeholder telephone interviews (qualitative)

1. Introduction to the research (2 mins)

Warm up and introduction to the research

- Moderator introduction
- Kantar Public independent research agency conducting research on behalf of FSA and FSS
- The FSA/FSS are non-ministerial government departments set up to protect the public's health and consumer interests in relation to food, including risks caused by the way in which food is produced or supplied. In relation to the recalls system the FSA and FSS has overall remit for the system and responsibility to support food business operators to meet their legal requirements.
- The aim of this interview is to understand stakeholder perspectives on the current food recalls system in the UK.
- Participation is voluntary and will be anonymous where possible – views will be used and stakeholder type identified. Please note that it may not be possible to keep your responses completely anonymous as your views or specific role responsibilities may identify you, but we will not personally identify you or pass you details across to the FSA, FSS or any other bodies.
- Consent for recording
- Length: 45 minutes
- Reminder that materials will be sent through before interview, check if these have been received and that they will be used later on in discussion when prompted by moderator.

2. Background and context (3 minutes)

Section aim: To understand participant's role and their organisation in relation to the recalls process.

- Ask participant to introduce themselves and their organisation generally:
 - Their sector (e.g. FBO, industry representative body, consumer group)

- o Their organisation
- o Ask whether organisation sells food online
- o Their role

- o Explore how their role, organisation, and sector relates to food recalls specifically. Spontaneous, then prompt:

- o Explore current level of knowledge on the recalls process in the UK
 - o What do they think the current process is /how it works

- o How it impacts on their role – Explore their internal process
 - o Time/workload – How much of their role is dedicated to the recalls process
 - o Decision making – Who is responsible/accountability structures

3. Unprompted mapping of the recalls process (15 minutes)

Section aim: To map participant understanding of the current recalls process including highlighting knowledge gaps. To gather detail on the organisation's role, specifically around decision making criteria and tools.

- o Explore participant's understanding of the recall system process. Journey map from issue notification through to recall.

*MODERATOR TO MAP THE STAGES MENTIONED ON MAPPING STIMULUS

Talk through stages in the journey by prompting on each step raised by participant. When mapping each step explore:

- o *The action taken at each step*
- o *Who has accountability for the actions taken at each step*
- o *How this step looks day-to-day and case-by-case*
- o *Prompt on similarities/differences for online retailers of food*

MODERATOR TO NOTE AREAS WHERE PARTICIPANT IS UNSURE ON THE PROCESS. IF PARTICIPANT IS UNSURE MODERATOR TO USE FSA/FSS DRAFT PROCESS MAP TO PROMPT ON GAPS.

STIMULUS A – If participant struggles to describe journey moderator to use the most applicable case study as a tool to prompt discussion.

- What would happen if this took place?
- What steps would your organisation take in this scenario?

- o Explore in further detail the steps taken within the participant's organisation. RECORD DETAIL ON PROCESS MAP. Possible prompts:
 - o What are the main decision points
 - o What internal guidelines exist, if any?
 - o What external guidelines have they accessed? How useful where these? What could improve the guidance?
 - o Any formal advice/support they seek? (from organisations, colleagues, work connections)
 - o What are the steps taken within organisation in the recall process?
 - o Who has overall responsibility for these steps?
 - o Who manages this process day-to-day?
 - o To what extent is the process automated (e.g. do pro forma consumer communications exist? Is there a standard internal process?)

- o How do they record or “audit trail” their compliance
- o Probe for further detail on the decision making process within participant’s organisation.
 - o Are there internal tools to support decision making processes (e.g. decision maps)
 - o What criteria is applied to trigger recall process
 - o What, if it exists, is the escalation criteria in the recall process

STIMULUS A: Case Study 1 Food Borne Disease

Ali buys her lunchtime meat filled sandwich from Nick's Convenience Shop for breakfast every Monday. Last Monday Ali got ill after eating her sandwich on Monday. Nick realised that several of his regular meat filled customers had reported getting ill. He realised his fridge had been too warm and bacteria on the meat had been able to grow. [NOTE TO MODERATOR: Please amend store type based on participant. E.g. if they are from a supermarket change to Nick's major supermarket]

STIMULUS A: Case Study 2 Manufacturing contamination

Sarah produces chocolate bars in a factory in the UK. A piece of machinery in her factory went wrong and plastic was accidentally mixed in with several batches of chocolate. A customer found plastic in their chocolate and reported it to the supermarket of purchase.

STIMULUS A: Case Study 3 international source triggered event

Dan produces nut free muesli bars made with ingredients from lots of different countries. During distribution there was a mix up and Dan's nut free bars accidentally contained traces of peanuts. Dan realised this after they had been shipped to retailers.

4. Issues with the effectiveness of the current recalls process (10 minutes)

Section aim: To highlight key areas for improvement in current recalls process. To iterate or validate FSA/FSS iterative process map.

- o Explore their views on the overall effectiveness of the recalls process;
- o What is easy/difficult about the process
- o How much variation do they feel there is across industry
- o Are there any perceived barriers to conducting recalls?
- o Is there similarities/difference for food sold online versus in store?

- o Explore the areas in the recalls process where there is most 'room for error' (e.g. consumers not seeing recall notifications, slow internal processes). Possible prompts:
 - o Where can the process most easily go wrong
 - o What is the 'weakest link' in the process
 - o What actions or decisions can take the longest? Why?
 - o What can hold up decisions being made?

- o Explore the accessibility and usefulness of advice and support on the recalls process (internal and external). Probe on any issues/or how this could be improved, if at all

- o ONLY IF APPLICABLE - Explore thoughts on their current relationship with key stakeholders in the recalls process including;
 - o Relationship with Local Authorities or Primary Authorities?
 - o Relationship with FSA/FSS
 - o What is working well/less well in these relationships? Why?

- o ONLY IF APPLICABLE – Explore current training provision and needs on recalls process including;
 - o Current training, if any provided
 - o The challenges/benefits of providing this training

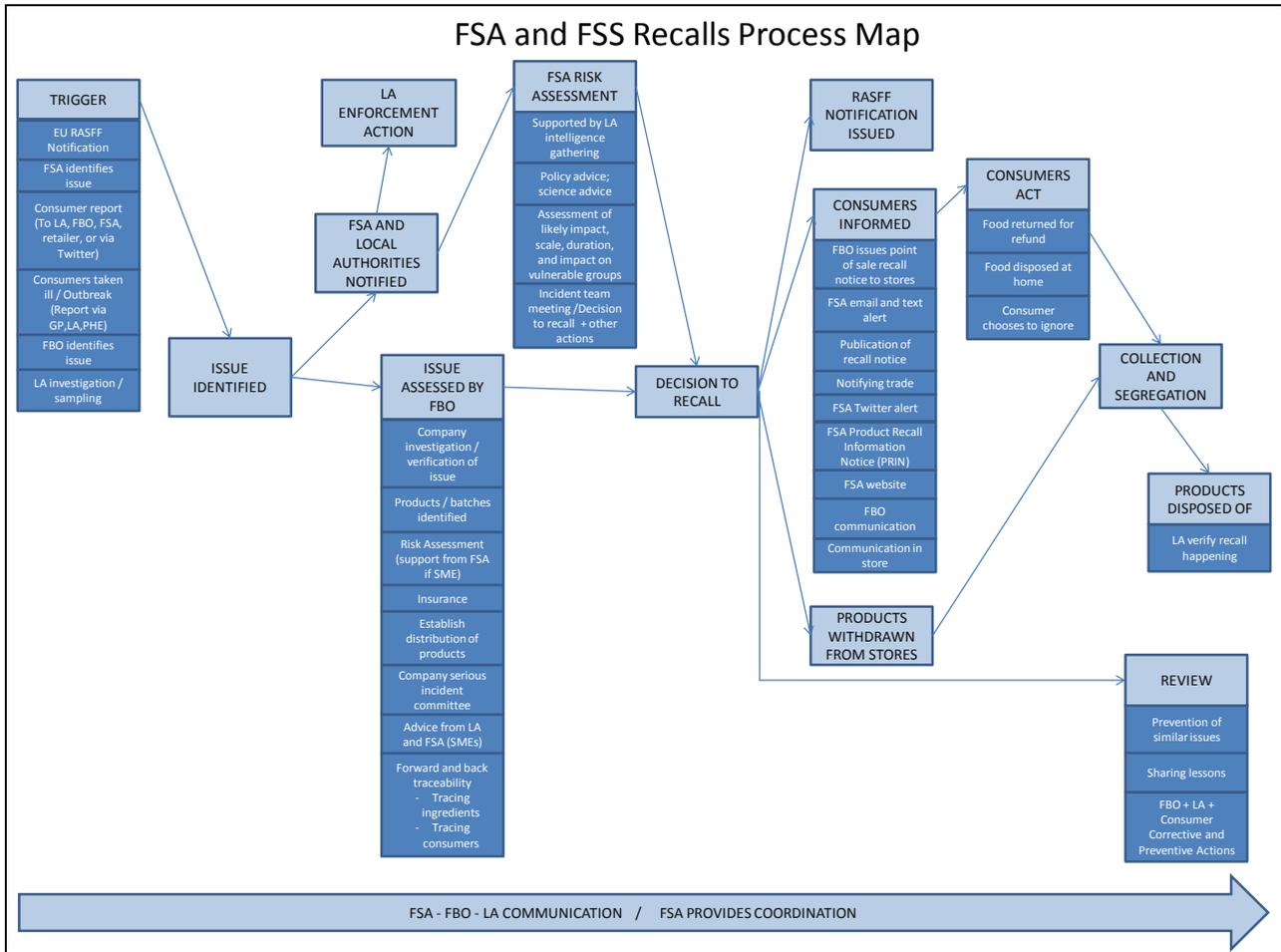
Explore any gaps perceived by participant in the process mapped out earlier. Explore how these may impact on the efficacy of the recall process. MODERATOR TO NOTE DOWN KEY ISSUES FOR NEXT QUESTION; For each issue raised explore the underlying drivers. Possible prompts;

- o Communication between organisations/consumers
- o Undefined roles
- o Lack of responsibility/accountability at a personal level
- o Lack of clear guidance/information

Introduce Stimulus B: Iterative Map “The FSA/FSS have developed an *iterative* process map of the recalls system based on their current understanding. These interviews are to assist the FSA and FSS in updating the map...” * MODERATOR TO REFER TO SENT EMAIL.

- o Briefly review stimulus and prompt for key similarities and differences, if any, between participant's description and Stimulus B including;
 - o Similarities/Differences in process
 - o Similarities/Differences in interpretation of responsibility

¹STIMULUS B



¹ This map is as presented to participants during the research interviews. See Figure 22 in main report for refined withdrawal and recall process map based on findings from this research

Explore whether they think the process is an accurate description of the recalls process including;

- o Key differences from their interpretation
- o Gaps in knowledge of certain aspects
- o Anything surprising /unusual
- o What area of process do they think is most difficult to capture in the map/ Why?

Best practice recalls process (5 minutes)

Section aim: To understand what 'best practice' looks like to participants in the recalls process.

- o Overall, how well they think the current system works from their perspective / To what extent do they feel consumers are protected?
- o Explore how they think the current system could be improved or changed
- o What are the key principles for a successful recalls process; SPONTANEOUS AND THEN PROBE;
 - o Appropriate legislation
 - o Timeliness
 - o Strong inspection powers
 - o Strong communications including engagement with consumers
 - o Carefully communicated public statements i.e. pro formas for communicating food recall information to consumers
 - o Better data collation and exchange
 - o Clear roles and responsibilities
 - o Accurate record keeping
- o What they think FSA/FSS needs to bear in mind when designing a new system
- o Explore ideal recall process from notification to recall of product. Possible prompts:
 - o What would you change to make the system more effective
 - o What needs to remain the same
 - o Views on risk-assessment of recalls/hierarchy of risk for specific foods

5. Efficacy of recalls process targets and KPIs (7 minutes)

Section aim: To gauge current level of performance monitoring within organisations/sectors. To inform potential KPI development and potential ways to measure.

- o Explore what 'success' means in the context of an efficient recalls system:
 - o Within their organisation
 - o Within their sector
 - o Overall
- o What current measures, KPIs, or targets currently exist in or apply to your business/or that they are aware of in their role, if any, relating to recalls?
- o If KPIs exist explore how these are monitored by competent authorities/internally – What are the benefits/challenges with the current compliance system,
- o Explore perceptions on potential introduction of KPIs into the new proposed system they spoke about earlier, including;
 - o What kinds of measures would facilitate best practice across industry and within their role/organisation
 - o Who would you expect to manage this
 - o What would incentivise industry to comply with a new process

- o What should incentives be based on (Spontaneous and then probe; good track records, correct recording, transparency)
- o What kind of guidance might be needed to support them?
- o Should penalties exist for low/non-compliance/What would these look like (fines/name and shame/sentencing)

6. Wrap up (3 minutes)

Summary

- o Sum up what makes a 'good recalls process'?
- o What are the benefits of a "good recalls process" SPONTANEOUS AND THEN PROBE;
 - o Protecting public health?
 - o Maintaining confidence in a product?
 - o Maintaining standards of the UK's food products?
 - o Future market access?
 - o What are the dangers/risks of an ineffective recalls process?
 - o Key piece of advice for the FSA/FSS when considering revising the current process?
- o Last thoughts
- o Thank you and close

Note: The research materials in phase 1 used the phrase ‘recalls process’ to encompass the combination of actions that might be taken for a recall or for a withdrawal. The evidence generated from phase 1 suggested that adding further granularity in definition in subsequent research phases would be important in revealing any potential nuances between recall and withdrawal processes. Therefore, subsequent phases separated the concepts of ‘withdrawal’ and ‘recall’ in questioning and discussion.

In any phase, where participants communicated specifically about ‘recall’ or ‘withdrawal’, this report communicates the distinction. However, as this report is rooted in primary research, it reflects the language and terminology used by participants in the undirected conversations conducted in phases 1 and 2b. Consequently, the terminology reported here reflects participants’ word choices and levels of knowledge which may not reflect legal definitions in all cases.

Similarly, in phases 2a, 3a and 3b the research captured consumers’ knowledge, expectations and attitudes on the roles of food businesses and the state in relation to the food recalls system. This report reflects consumers’ word choices and levels of knowledge rather than the realities of the legislative and regulatory environments. This note is replicated in section 2.4.1 of the main report.

b) Phase 1b – Local Authority ‘case study’ telephone interviews (qualitative)

1. Introduction to the research (2 mins)

Warm up and introduction to the research

- Moderator introduction
- Kantar Public independent research agency conducting research on behalf of FSA
- The FSA/FSS are non-ministerial government departments set up to protect the public’s health and consumer interests in relation to food, including risks caused by the way in which food is produced or supplied. In relation to the recalls system the FSA and FSS has overall remit for the system and responsibility to support food business operators to meet their legal requirements.
- The aim of this interview is to understand LA perspectives on the current food recalls system in the UK.
- Participation is voluntary and will be anonymous where possible – views will be used and LA type identified. Please note that it may not be possible to keep your responses completely anonymous as your views or specific role responsibilities may identify you, but we will not personally identify you or pass you details across to the FSA or any other bodies.
- Consent for recording
- Length: 45 minutes

2. Background and context (5 minutes)

Section aim: To understand participant’s role and their organisation in relation to the recalls process.

- Ask participant to introduce themselves and their LA generally:
 - Local/primary authority – context and remit of LA generally
 - Their role within LA

Explore how their role, and LA relates to food recalls specifically. Spontaneous, then prompt on recalls process in UK:

- Explore current level of knowledge on the recalls process in the UK
 - What is their understanding of the current process / how it works

- o Do they have first-hand experience of the recalls process?
- o How it impacts on their role – Explore their internal process
- o Time/workload – How much of their role is dedicated to the recalls process
- o Decision making – Who is responsible/accountability structures

FOR PRIMARY AUTHORITIES –

- o Explore how their expanded remit as a primary authority is different to local authorities:
 - o in relation to food safety in general
 - o Specifically relating to recalls process
 - o How it impacts on their individual job role

3. Unprompted mapping of the recalls process (9 minutes)

Section aim: To map participant understanding of the current recalls process including highlighting knowledge gaps. To gather detail on the organisation's role, specifically around decision making criteria and tools.

- o Explore participant's understanding of the recall system process. Journey map from issue notification through to recall.

***MODERATOR TO MAP THE STAGES MENTIONED ON MAPPING STIMULUS**

Talk through stages in the journey by prompting on each step raised by participant. When mapping each step explore:

- o *The action taken at each step*
- o *Who has accountability for the actions taken at each step*
- o *How this step looks day-to-day and case-by-case*

MODERATOR TO NOTE AREAS WHERE PARTICIPANT IS UNSURE ON THE PROCESS. IF PARTICIPANT IS UNSURE MODERATOR TO USE FSA/FSS DRAFT PROCESS MAP TO PROMPT ON GAPS.

- o Explore in further detail the steps taken within the participant's organisation. RECORD DETAIL ON PROCESS MAP. Possible prompts:
 - o What are the main decision points
 - o What internal guidelines exist
 - o What external guidelines have they accessed? How useful were these?
 - o Any formal advice/support they seek? (from other government bodies, colleagues, work connections)
 - o What are the steps taken within LA in the recall process
 - o Who has overall responsibility for these steps
 - o Who manages this process day-to-day?
 - o To what extent is the process automated (e.g. do pro forma consumer communications exist? Is there a standard internal process?)
 - o How do they record or "audit trail" compliance
- o Probe for further detail on the decision making process within participant's organisation.
 - o Are there internal tools to support decision making processes (e.g. decision maps)
 - o IF DECISION MAKING TOOLS EXIST REQUEST DIGITAL COPIES TO BE SENT THROUGH TO SUPPORT CASE STUDY DEVELOPMENT. EMAIL TO GURPRIT DHILLON (DETAILS BELOW)
 - o What criteria is applied to trigger recall process

- o What, if it exists, is the escalation criteria in the recall process

4. Relationship between LA and FSA/FSS and other LAs (9 minutes)

Section aim: To explore relationship between LAs and FSA/FSS. Specifically to explore how the day to day relationship between the FSA/FSS and LA works and to explore potential differences across LAs.

- o Probe for further detail on specific understanding of the role of FSA/FSS in relation to recalls process. Spontaneous then probe:
 - o Accountability?
 - o Oversight?
 - o Guideline provision/support?
 - o Hands off/not involved?
- o Describe the relationship between LA and the FSA/FSS
 - o What does engagement between the two look like?
 - o Guidance communication
 - o Day-to-day interactions
- o Explore perceived differences in recalls process between LA and other LAs nationally
 - o Differences in process?
 - o Team structures, decision-making tools, methods for issuing notices (e.g. pro forma or bespoke comms)
 - o Differences in outcomes?
 - o Differences in accountability?
 - o Explore how role of FSA/FSS relates to uniformity or lack thereof
- o Explore differences in accountability for recalls process for each type:
 - o FBOs
 - o FSA/FSS
 - o LA
- o Explore ultimate accountability – who is ultimately responsible for recalls in the UK?
- o Explore any future plans for change around recalls process
 - o If plans; what are the drivers of change?
 - o Barriers to change?

5. (9 minutes)

Section aim: To explore relationship between LA and FBOs. Specifically to explore how this is similar or different to other LAs and to understand LA role in the recalls process.

- o Explore understanding of FBO requirements in relation to food recalls process. Spontaneous then probe:
 - o Prevention
 - o Notifications
 - o During recalls process
 - o After a recall
- o Explore LA's role in investigation/sampling with FBOs

- o How does investigation and sampling in their LA relate to the recalls process specifically?
- o Similarities/differences with other LAs
- o What is working
- o What is not working and why they feel this way
- o Suggested improvements

- o Their perspective on FBOs' ability to meet their requirements relating to recalls
 - o Organisational awareness
 - o Attitude / willingness
 - o Labour (staff to do it)
 - o Decision making tools
 - o Structural processes
 - o Public communications

- o Explore LA role in prevention
 - o Recommendations
 - o Verification of disposals
 - o How thorough and timely are these

6. Efficacy of recalls process targets and KPIs (9 minutes)

Section aim: To gauge current level of performance monitoring within organisations/sectors. To inform potential KPI development and potential ways to measure.

- o Explore what 'success' means in the context of an efficient recalls system:
 - o Within LA
 - o Overall

- o What current measures, KPIs, or targets currently exist in the LA or are applied to FBOs/or that they are aware of in their role, if any, relating to recalls?

- o If KPIs exist explore how these are monitored by the LA/FSA/FSS/other government bodies (who?)
 - What are the benefits/challenges with the current compliance system,

- o Explore perceptions on potential introduction of KPIs into the new proposed system they spoke about earlier, including;
 - o What kinds of measures would facilitate best practice across food industry and within their role/organisation
 - o Who would you expect to manage this
 - o What would incentivise industry to comply with a new process
 - o What should incentives be based on (spontaneous and then probe; good track records, correct recording, transparency)
 - o What kind of guidance might be needed to support
 - o Should penalties exist for low/non-compliance/What would these look like (fines/name and shame/sentencing)

7. Wrap up (2 minutes)

Summary

- o What are the benefits of a “good recalls process” SPONTANEOUS AND THEN PROBE;

- o Protecting public health?
 - o Maintaining confidence in a product?
 - o Maintaining standards of the country's food products?
 - o Future market access?
 - o What are the dangers/risks of an ineffective recalls process?
 - o Key piece of advice for the FSA/FSS when considering revising the current process?
-
- o Last thoughts
 - o Thank you and close

REMINDER – If LA uses decision making tools as discussed above request for a copy to be sent through to research team (at [email]) to help develop case studies. If participant requires senior permission/sign-off Kantar Public research team to follow up after interviews.

Appendix B: Phase 2 Questionnaires

Note: The research materials in phase 1 used the phrase ‘recalls process’ to encompass the combination of actions that might be taken for a recall or for a withdrawal. The evidence generated from phase 1 suggested that adding further granularity in definition in subsequent research phases would be important in revealing any potential nuances between recall and withdrawal processes. Therefore, subsequent phases separated the concepts of ‘withdrawal’ and ‘recall’ in questioning and discussion.

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Similarly, in phases 2a, 3a and 3b the research captured consumers’ knowledge, expectations and attitudes on the roles of food businesses and the state in relation to the food recalls system. This report reflects consumers’ word choices and levels of knowledge rather than the realities of the legislative and regulatory environments. This note is replicated in section 2.4.1 of the main report.

a) Phase 2a – Public online interviews (quantitative)

Q001 - Introduction:

Text

[Not back](#)

We are interested in your views on food safety. Your opinion is important to help us understand consumer attitudes towards this topic.
All the information you give will be anonymous and confidential, and your personal details will not be passed on to any other bodies.

The survey will take no longer than 10 minutes. Please do not use the refresh, back or forward buttons on your browser during the survey, and do not use your keyboard except when you are asked to type in a response. Instead, please just use your mouse or any buttons within the survey itself.

Please maximise this window before you continue.
We appreciate your time and hope you enjoy taking part.

Now we are going to ask a few introductory questions about you.

Q002 - Q001: Region

Single coded

Not back

In which area of the UK do you currently live?

Please select only one answer

Normal

- 1 North East
 - 2 North West
 - 3 Yorkshire/Humberside
 - 4 East Midlands
 - 5 West Midlands
 - 6 East of England
 - 7 Greater London
 - 8 South East
 - 9 South West
 - 10 Wales
 - 11 Scotland
 - 12 Northern Ireland
 - 13 Prefer not to answer
- ↪ GO TO SCREEN OUT

Q003 - Q002: Age

Numeric

Not back | Min = 16 | Max = 100

And what age are you?

Scripter notes: Please add option for 'Prefer not to say' (single code)
If under 16 or over 100 or 'Prefer not to say', please terminate.

Q012 - Q003: Gender

Single coded

Not back

Are you ...

Normal

- 1 Male
 - 2 Female
 - 96 other, namely... **Open *Position fixed*
 - 3 Prefer not to say
- ↪ GO TO SCREEN OUT

Q013 - Q004: Social_grade**Single coded****Not back**

Which of the following best describes the occupation of the chief income earner in your household? By chief income earner, we mean the person with the largest income. If you are retired, which of the following best describes the previous occupation of the chief income earner in your household?

Please select only one answer.

Normal

- 1 High managerial (administrative or professional - e.g. doctor/ lawyer/company director)
- 2 Intermediate managerial (administrative or professional e.g. teacher/office manager/police inspector etc.)
- 3 Supervisor, clerical, junior managerial (administrative or professional e.g. policeman/ nurse/ secretary)
- 4 Skilled manual worker (e.g. mechanic / plumber / electrician)
- 5 Semi - skilled or unskilled manual worker (e.g. baggage handler/waiter/factory worker/receptionist/ labourer/ gardener etc.)
- 6 Housewife / househusband
- 7 Unemployed
- 8 Student
- 99 don't know **Position fixed *Exclusive*
- 10 Prefer not to say **Position fixed*

Q004 - Q005: Food_safety**Left-right matrix****Not back | Number of rows: 1**

We would like to understand your views about food safety and health.

On a scale of 1 to 10, where 1 is never and 10 is always, how often do you think about the safety of the food you purchase or prepare?

For example the source of the ingredients, how safely the food was prepared, or how it was cooked etc.

Normal

Never | 1 2 3 4 5 6 7 8 9 10 | Always

Q007 - Q006: Food_recall_understanding**Open****Not back**

We would like to understand what you know about 'food recalls'. Can you please tell us what the term 'food recall' means to you?

Please type your answer(s) in the box below

- 99 don't know **Position fixed *Exclusive*

Q008 - Q007: Intro_to_recalls**Text****Not back**

We would now like to ask you a few questions about the food recall system in the UK. A **food recall** is a legal requirement by a manufacturer, distributor or retailer with the intention to remove food products from the market, including receiving returns from consumers, as they may cause harm to the public.

Q009 - Q008: Attitudes_to_recalls**Matrix****Not back | Number of rows: 10 | Number of columns: 6**

Here are a few statements about food recalls in the UK. How strongly do you agree or disagree with each of them?

Inverted**Rendered as Dynamic Grid**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Food recall notices in the UK are clear and informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The food recall process is important for saving lives and protecting public health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food businesses such as manufacturers and retailers always ensure their customers are fully aware of food recalls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food recall notices often overestimate the health risks of recalled products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a clear system for consumers to report any concerns / health risks they observe in a food product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailers always act on consumer feedback when it comes to reporting food products that carry a health risk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food recalls are serious and should always be paid attention to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food recall notices appear too late to prevent the public from consuming the affected product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food recall notices clearly state the actions the consumer should take	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food recall notices clearly state the reason the product is being recalled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: Please randomly invert scale for some respondents. Where this happens, scale should also be inverted for those respondents at the following 2 questions.

Q010 - Q009: Knowledge_of_recall

Matrix

Not back | Number of rows: 6 | Number of columns: 5

How much would you say you know about the following aspects of the food recall process in the UK?

Inverted**Rendered as Dynamic Grid**

	Know a lot	Know a little	Don't know much	Know nothing at all	Don't know
Where to find information about products recalled from the market	<input type="radio"/>				
How to return a product that has been recalled	<input type="radio"/>				
Who to contact if you have any questions / concerns about a food recall	<input type="radio"/>				
Who is responsible / oversees food recalls	<input type="radio"/>				
Possible reasons why a food product may be recalled	<input type="radio"/>				
Who to contact if you notice a health risk associated with a food product	<input type="radio"/>				

Q011 - Q010: Importance_of_recall

Matrix

Not back | Number of rows: 8 | Number of columns: 5

In your view, how important or unimportant are food recall notifications / alerts when concerning each of the following reasons for recall?

Inverted**Rendered as Dynamic Grid**

	Very important	Fairly important	Not very important	Not at all important	Don't know
Contamination with food poisoning bacteria (e.g. Listeria or Salmonella)	<input type="radio"/>				
Chemical contamination (e.g. from food processing or the environment, such as high levels of pesticides)	<input type="radio"/>				
Missing allergen information (e.g. presence of nuts or milk not declared on the label)	<input type="radio"/>				
Incorrect labeling (e.g. incorrect use-by dates, ingredients)	<input type="radio"/>				
Foreign object (e.g. plastic, glass or metal fragments)	<input type="radio"/>				
False labelling (e.g. inorganic food sold as organic)	<input type="radio"/>				
Food not properly processed or stored during manufacturing (which may make it unsafe)	<input type="radio"/>				
Food not properly packaged (e.g. ready meals being inserted into the wrong sleeve)	<input type="radio"/>				

Not back | Min = 1

Have you seen, heard or read any food recall notices / alerts in the past 12 months in any of the following places?

Please select all that apply

Random

- 1 On TV
- 2 On the radio
- 3 In the newspaper
- 4 The local authority
- 5 A trade association
- 11 Alerts / notifications in store (point of sale notices)
- 14 From family or friends

Websites:

- 6 The Food Standards Agency website
- 7 Food Standards Scotland website
- 12 On product manufacturer/food business/retailer website
- 13 Other website (please specify)

Social media:

- 8 Social media alert by the Food Standard Agency (Facebook, Twitter, etc.)
- 9 Social media alert by Food Standards Scotland (Facebook, Twitter, etc.)
- 10 Other social media (Facebook, Twitter, etc.)

Email alerts:

- 15 Email alerts from the Food Standards Agency
- 16 Email alerts from Food Standards Scotland
- 17 Email alerts from retailers
- 18 Email alerts from another organisation / institution e.g. Consumer Groups

Text alerts:

- 19 Text alerts from the Food Standards Agency
- 20 Text alerts from Food Standards Scotland
- 21 Text alerts from retailers

22 Other, namely... **Open *Position fixed*

23 I have not seen, heard or read any information about food recall **Position fixed *Exclusive*

Scripter notes: Please randomise respondents but group as per instructions in the SAF.

Ask only if NOT Q005 - Q011,23

Q006 - Q012: Reason_for_recall

Multi coded

Not back | Min = 1

Thinking about the most recent food recall you have seen or heard of, what was the main reason for the food recall?

Random

- 1 Missing allergen information (e.g. presence of nuts or milk not declared on the label)
- 2 Food not properly processed or stored during manufacturing (which may make it unsafe)
- 3 Food not properly packaged (e.g. ready meals being inserted into the wrong sleeve)
- 4 Contamination with bacteria (e.g. Listeria or Salmonella)
- 5 Chemical contamination (e.g. from food processing or the environment, such as high levels of pesticides)
- 6 Incorrect labelling (e.g. use-by dates, ingredients)
- 7 Foreign objects (e.g. plastic, glass or metal fragments)
- 8 False labelling (e.g. inorganic food labelled as organic)
- 9 Other, namely... **Open *Position fixed*
- 10 Don't know / cannot remember **Position fixed *Exclusive*

Scripter notes: Apologies - please make this a single coded question

Ask only if NOT Q005 - Q011,23

Q014 - Q013: Opinion_of_retailer_manufacturer

Multi coded

Not back | Min = 1

Still thinking about the most recent food recall you have seen or heard of, as a result of this food recall notice, would you say your opinion about the retailer / manufacturer who issued the recall has become ...

Normal

- 1 A lot more favourable **Exclusive*
- 2 A little more favourable **Exclusive*
- 3 A little less favourable **Exclusive*
- 4 A lot less favourable **Exclusive*
- 5 My opinion has not changed **Exclusive*
- 6 I don't remember the retailer / manufacturer **Exclusive*
- 99 don't know **Position fixed *Exclusive*

Scripter notes: This should be a single code question - have changed all answer codes to exclusive.

Ask only if **Q014 - Q013,1,2,3,4,5,99**

Q015 - Q014: Buy_again

Single coded

[Not back](#)

And, would you buy a product from the retailer / manufacturer that issued the food recall in future?

[Normal](#)

- 1 Definitely would
- 2 Probably would
- 3 Probably would not
- 4 Definitely would not
- 99 don't know **Position fixed *Exclusive*

Ask only if NOT **Q005 - Q011,23**

Q016 - Q015: Recall_for_product_bought

Single coded

[Not back](#)

Now, thinking about all food recall notices you have seen / heard of in the last 12 months, were any of these recalls relevant to a product you had bought at the time when the notice was issued?

[Normal](#)

- 1 Yes
- 2 No
- 99 don't know **Position fixed *Exclusive*

Ask only if **Q016 - Q015,1**

Q017 - Q016: Reason_for_recall

Single coded

[Not back](#)

What was the main reason for this food recall?

[Random](#)

- 1 Missing allergen information (e.g. presence of nuts or milk not declared on the label)
- 2 Food not properly processed or stored during manufacturing (which may make it unsafe)
- 3 Food not properly packaged (e.g. ready meals being inserted into the wrong sleeve)
- 4 Contamination with bacteria (e.g. Listeria or Salmonella)
- 5 Chemical contamination (e.g. from food processing or the environment, such as high levels of pesticides)
- 6 Incorrect labelling (e.g. use-by dates, ingredients)
- 7 Foreign objects (e.g. plastic, glass or metal fragments)
- 8 False labelling (e.g. inorganic food labelled as organic)
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Ask only if **Q016 - Q015,1**

Q018 - Q017: Action

Multi coded

Not back | Min = 1

What action(s) did you take in response to the food recall notice / alert?

Normal

- 1 I returned the product to the shop that I bought the product from
- 2 I informed a friend / family member who may be affected by the product
- 3 I threw the product away
- 4 I shared the incident on social media
- 5 I ate the recalled product AFTER knowing it was recalled **Position fixed*
- 6 I ate the recalled product BEFORE knowing it was recalled **Position fixed*
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Scripter notes: Codes 5 and 6 can be multicoded with codes 2 and 4 but that is all,.

Ask only if NOT **Q018 - Q017,1,6,99**

Q019 - Q018: Why_product_not_returned

Multi coded

Not back | Min = 1

Why didn't you return the product?

Please select all that apply

Random

- 1 Returning was not an option (e.g. refund not offered)
- 2 I threw the product away instead
- 3 I did not bother to return it
- 4 It was a lot of hassle to return it
- 5 I thought the health risk of the product was not that serious
- 6 The recall was due to allergen(s) in the product which would not have affected me
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Q020 - Q019: How_often_receive_recall_info

Single coded

Not back

In general, how often do you check or look out for food recall notices / alerts?

Normal

- 1 Often
- 2 Occasionally
- 3 Rarely
- 4 Never
- 99 don't know **Position fixed *Exclusive*

Q021 - Q020: Signed_up_for_alerts

Multi coded

Not back | Min = 1

Which of the following apply to you, either in the past or currently?

Please select all that apply

Normal

- 1 I have received/receive alerts regarding food recalls in any form (e.g emails, text messages, social media alert)
- 2 I have visited/visit a government website for information about food recall
- 3 I signed up for allergy alerts from the Food Standards Agency, Food Standards Scotland
- 4 I signed up for allergy alerts from consumer groups (e.g. Allergy UK, Anaphylaxis Campaign or Coeliac UK)
- 5 I became a member of any food related consumer groups (e.g. Allergy UK, Anaphylaxis Campaign or Coeliac UK)
- 96 other, namely... **Open *Position fixed*
- 98 none of the above **Position fixed *Exclusive*

Not back | Number of rows: 23 | Number of columns: 5

Below are a number of ways you could be notified of food product recalls. Please choose your top five options and rank them from 1 to 5 where 1 would be the most ideal way for you to be notified.

Please provide a unique ranking for each chosen option. Scroll down the screen to view all the possible options before you make your choice(s).

Normal**Rendered as Drag & drop**

	1	2	3	4	5
On TV	<input type="radio"/>				
On the radio	<input type="radio"/>				
In the newspaper	<input type="radio"/>				
The local authority	<input type="radio"/>				
A trade association	<input type="radio"/>				
The Food Standards Agency website	<input type="radio"/>				
Food Standards Scotland website	<input type="radio"/>				
Social media alert by the Food Standards Agency (Facebook, Twitter etc.)	<input type="radio"/>				
Social media alert by Food Standards Scotland (Facebook, Twitter etc.)	<input type="radio"/>				
Other social media (Facebook, Twitter etc.)	<input type="radio"/>				
Alerts / notifications in store (point of sale notices)	<input type="radio"/>				
On product manufacturer / food business / retailer website	<input type="radio"/>				
Other website	<input type="radio"/>				
From family or friends	<input type="radio"/>				
Email alerts from the Food Standards Agency	<input type="radio"/>				
Email alerts from Food Standards Scotland	<input type="radio"/>				
Email alerts from retailers	<input type="radio"/>				
Email alerts from another organisation / institution (e.g. consumer groups)	<input type="radio"/>				
Text alerts from the Food Standards Agency	<input type="radio"/>				
Text alerts from Food Standards Scotland	<input type="radio"/>				
Text alerts from retailers	<input type="radio"/>				
Other (please specify)	<input type="radio"/>				
Don't know	<input type="radio"/>				

Scripter notes: This is a ranking question. The respondent can only select up to five answers i.e. each column can only be selected once, NOT each row (i.e. column 1 can only be selected once, column 2 can only be selected once)

Code 13 (Other website) needs to have a 'namely ...' box
Code 22 (Other) needs to have a 'namely ...' box
Code 23 (Don't know) needs to be single code only

Respondent can progress after selecting only 1 column if they wish.

Q023 - Q022: Essential_recall_info

Multi coded

Not back | Min = 1

What types of information would you consider it **essential** to know in order to take action when it comes to food product recall notices / alerts?

Please select all that apply

Random

- 1 The harm or illnesses potentially caused by the recalled product
- 2 What action people should take with the product (e.g. throwing the product away or returning the product to seller)
- 3 The brands affected
- 4 The reason for the recall (e.g. product contamination)
- 5 The retailers affected by the product
- 6 Pictures of the products affected
- 7 Full description of the product
- 8 The bar code of the product
- 9 Best before / use by dates
- 10 Batch codes
- 11 What caused the issue in the first place
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Scripter notes: Answer order is random, but should appear in same order at Q023 AND Q024.

Q024 - Q023: Recall_info_would_like**Multi coded****Not back | Min = 1**

What types of information do you think should be made available when it comes to food product recall notices / alerts?

Please note we mean things that you would **like** to know, not things that you would consider essential.

Please select all that apply

Random

- 1 The harm or illnesses potentially caused by the recalled product
- 2 What action people should take with the product (e.g. throwing the product away or returning the product to seller)
- 3 The brands affected
- 4 The reason for the recall (i.e. product contamination)
- 5 The retailers affected by the product
- 6 Pictures of the products affected
- 7 Full description of the product
- 8 The bar code of the product
- 9 Best before / use by dates
- 10 Batch codes
- 11 What caused the issue in the first place
- 12 General statistics (e.g. about the number or types of recalls that take place) **Position fixed*
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Scripter notes: Answer codes should appear in same order as at Q023.

Q025 - Q024: Demog_intro**Text****Not back**

We would now like to ask you a few more questions about yourself

Q026 - Q025: Allergy_or_intolerance

Matrix

Not back | Number of rows: 3 | Number of columns: 4

Do you or anyone that you regularly eat out with or buy food / drink for have food allergies or intolerances, based on the definitions below?

Normal

	Food intolerance (a food intolerance is difficulty digesting certain foods and having an unpleasant physical reaction to them. It causes symptoms such as bloating and stomach pain, which usually come on a few hours after consuming the food)	Food allergy that has been medically diagnosed by a doctor (a food allergy is when the body's immune system reacts unusually to specific foods. Allergic reactions are often mild, but they can sometimes be life threatening. Symptoms can include itching, swelling, vomiting or anaphylaxis)	Both allergy and intolerance	None
Myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Another adult I regularly eat out with or buy food / drink for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A child / children I regularly eat out with or buy food / drink for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q027 - Q026: Vegetarian_vegan

Single coded

Not back

Are you vegetarian or vegan?

Normal

- 1 Vegetarian
- 2 Vegan
- 3 Neither
- 99 don't know **Position fixed *Exclusive*

Ask only if Q012 - Q003,2

Q028 - Q027: Pregnancy

Single coded

[Not back](#)

Are you currently pregnant?

Normal

- 1 Yes
- 2 No
- 99 don't know *Position fixed *Exclusive

Q029 - Q028: Working_status

Single coded

[Not back](#)

Which of these best describes your current work status?

Normal

- 1 Working full time (30+ hours per week)
- 2 Working part time (up to 29 hours per week)
- 3 Unemployed – seeking work
- 4 Unemployed – not seeking work
- 5 Long term disabled
- 6 Stay at home to look after house/ family
- 7 In full time education
- 9 In part time education
- 8 Retired
- 97 no answer *Position fixed *Exclusive

Scripter notes: Please make multicode.

Q030 - Q029: Living_situation

Single coded

[Not back](#)

Which of the following best describes your current living situation?

Normal

- 1 Living with parents
- 2 Single/living independently, no children
- 3 Single/living independently, with children
- 4 Single/living independently, children have left home
- 5 Married/co-habiting, no children
- 6 Married/co-habiting, with children
- 7 Married/co-habiting, children have left home
- 96 other, namely... *Open *Position fixed
- 97 no answer *Position fixed *Exclusive

Ask only if NOT **Q005 - Q011,23** or **Q016 - Q015,1** or **Q018 - Q017,1,2,3,4,5,6,96**

Q034 - Q034: Recontact_permission_forum

Single coded

[Not back](#)

Thank you for answering these questions about food recalls.

Given your responses, we may want to get in touch with you about participating in an online forum about food recalls – the forum will involve responding to questions and completing some activities in your own time online over the course of week.

If you are invited and you go on to complete the forum, **we will send you a £50 cash debit card as a thank you for your time.**

Would you be willing to take part, if contacted?

Normal

- 1 Yes - I'd be happy to help
 - 2 No - I don't want to be contacted
- [GO TO END OF QUESTIONNAIRE](#)

Ask only if NOT **Q034 - Q034,1,2**

Q031 - Q030: Recontact_permission

Single coded

[Not back](#)

Thank you for answering these questions about food recalls.

The researchers at Kantar Public may be conducting some further research on this topic in a few weeks' time. Would you be willing to take part, if contacted?

Normal

- 1 Yes - I'd be happy to help
 - 2 No - I don't want to be contacted
- [GO TO END OF QUESTIONNAIRE](#)

Scripter notes: This question should be asked of all respondents who did NOT get asked Q034-Q034.

Ask only if **Q031 - Q030,1** or **Q034 - Q034,1**

Q032 - Q031: Recontact_name

Alpha

[Not back](#)

Please provide your name below to allow us to contact you for this further research

Scripter notes: Need an open box for respondents to record their name

Ask only if **Q031 - Q030,1** or **Q034 - Q034,1**

Q033 - Q032: Recontact_number

Alpha

Not back

Please provide your contact number below to allow us to contact you for this further research

Please do not include any spaces within the phone number

Scripter notes: Space for respondent to enter contact number (landline or mobile)

Ask only if **Q034 - Q034,1** or **Q031 - Q030,1**

Q035 - Q035: Email_address

Alpha

Not back

Please provide your email address below to allow us to contact you for this further research

Scripter notes: Space for respondent to enter email address (unlimited characters)

b) Phase 2b – FBO telephone interviews (quantitative)

Note: The research materials in phase 1 used the phrase ‘recalls process’ to encompass the combination of actions that might be taken for a recall or for a withdrawal. The evidence generated from phase 1 suggested that adding further granularity in definition in subsequent research phases would be important in revealing any potential nuances between recall and withdrawal processes. Therefore, subsequent phases separated the concepts of ‘withdrawal’ and ‘recall’ in questioning and discussion.

In any phase, where participants communicated specifically about ‘recall’ or ‘withdrawal’, this report communicates the distinction. However, as this report is rooted in primary research, it reflects the language and terminology used by participants in the undirected conversations conducted in phases 1 and 2b. Consequently, the terminology reported here reflects participants’ word choices and levels of knowledge which may not reflect legal definitions in all cases.

Similarly, in phases 2a, 3a and 3b the research captured consumers’ knowledge, expectations and attitudes on the roles of food businesses and the state in relation to the food recalls system. This report reflects consumers’ word choices and levels of knowledge rather than the realities of the legislative and regulatory environments. This note is replicated in section 2.4.1 of the main report.

Q001 - Intro:

Single coded

Not back

Good morning, my name is I am calling from Kantar Public, an independent research agency. We are conducting some research on behalf of the Food Standards Agency and Food Standards Scotland.

We would like to talk to you to understand your views and opinions about the food withdrawal/recall process in the UK.

Can I confirm that you are one of the people who deals with, implements or oversees the food withdrawal or recall process in your organisation?

INTERVIEWER NOTE: IF TALKING TO THE CORRECT PERSON CODE YES.

REFERRALS CAN BE TAKEN TO ANY SITE IN ENGLAND OR WALES WHEN THE CONTACT FEELS THAT THERE IS SOMEONE IN THE COMPANY WHO IS BETTER PLACED TO ANSWER QUESTIONS ON THE COMPANY’S WITHDRAWAL / RECALL PROCESS.

Normal

- 1 Yes
- 2 No - take referral and get transferred
- 3 No - take referral and arrange call back
↳ GO TO END OF QUESTIONNAIRE
- 4 No - refused referral
↳ GO TO SCREEN OUT

Not back

The Food Standards Agency and Food Standards Scotland have commissioned Kantar Public to undertake research to understand your views and opinions about the food withdrawal / recall process in the UK.

All information collected will be treated in the strictest confidence. Responses will not be attributed to any individual or company and your details will not be passed on to your Local Authority, the Food Standards Agency or Food Standards Scotland. Results will be reported in the form of aggregated statistics.

The survey should take around 20 minutes. During the survey you will need internet access, we will ask you to access a web link to see a flow chart diagram later on in the survey. Would you be able to help us with this survey?

ADD IF NECESSARY:

Your co-operation will ensure that the views expressed are representative of all food businesses
We work strictly within the Market Research Society Code of Conduct.
Businesses have been randomly chosen from a list of food businesses

Normal

- 1 Yes, continue
- 2 No, but could get internet access at another time - arrange call back
↳ GO TO END OF QUESTIONNAIRE
- 3 No, do not want to take part / never have internet access
↳ GO TO SCREEN OUT

Q003 - Industry:

Single coded

Not back

First, which of the following best describes the food organisation you work for?

READ OUT

Normal

- 1 Retailer - major supermarket
- 2 Retailer - convenience store (including forecourts) - non-franchise
- 3 Retailer - convenience store (including forecourts) - franchise
- 4 Retailer - food and drink discounter
- 5 Retailer - specialist retailer
- 6 Retailer - independent retailer
- 7 Manufacturer - producing retail own brands
- 8 Manufacturer - producing own brand²
- 9 Wholesaler
- 10 Distributor / supplier
- 96 other, namely... **Open *Position fixed*

[↪ GO TO SCREEN OUT](#)**Q004 - Eligibility:**

Single coded

Not back

And, in the event that a food product your company had produced, imported or sold needed to be withdrawn or recalled, would you be ...

READ OUT

Normal

- 1 Solely responsible for making the decisions regarding the withdrawal / recall process
- 2 Have some involvement in the withdrawal / recall process
- 3 Not be involved in the withdrawal / recall process but I would sign off the decision
- 4 Not be involved at all in the withdrawal / recall process

[↪ GO TO SCREEN OUT](#)

² 'Manufacturer - producing retail own brands' and 'Manufacturer - producing own brand' is how the manufacturer types were referenced in the questionnaire, however as the language around industry stakeholders developed, manufacturer types were rephrased as 'Branded' and 'Under licence' respectively

Q005 - Business_size:

Single coded

Not back

How many employees, including yourself, work in your organisation in the UK (that is your whole organisation, not just your present location)?

INTERVIEWER EXPLAIN IF NECESSARY: By employee, we mean someone with a contract of employment, including outworkers, but excluding any employees of other organisations working at your premises. Include part-timers.

DO NOT READ OUT.
IF RESPONDENT DOES NOT KNOW EXACT NUMBER, ASK THEM TO PROVIDE THE NEAREST ESTIMATE.

Normal

- 1 No employees
- 2 1-4
- 3 5-9
- 4 10-24
- 5 25-49
- 6 50-249
- 7 250 or more (please specify) **Open*
- 99 don't know **Position fixed *Exclusive*

Q049 - Region:

Single coded

Not back

In which area of the UK is your organisation based? If your organisation has more than one premises, please tell us your specific location.

PROBE TO PRECODES IF NECESSARY

Normal

- 1 North East
- 2 North West
- 3 Yorkshire/Humberside
- 4 East Midlands
- 5 West Midlands
- 6 East of England
- 7 Greater London
- 8 South East
- 9 South West
- 10 Wales
- 11 Scotland
- 12 Northern Ireland
- 99 don't know **Position fixed *Exclusive*

Q048 - Ethnic_business:

Single coded

Not back

Does your organisation make, prepare, supply or sell food products for a specific ethnic community or communities, such as Kosher or Halal meat?

Normal

- 1 Yes (please specify the products you supply) **Open*
- 2 No
- 99 don't know **Position fixed *Exclusive*

B002 - B002: Experience with withdrawals/recalls - General

Begin block

B002 - B002: Experience with withdrawals/recalls - General

End block

Q006 - Definitions:

Text

Not back

We are now going to ask you a few questions about the food withdrawal and recall process in the UK.

For the purpose of this research, the term '**Withdrawal**' means the process by which a product is removed from the supply chain, with the exception of products that are in the possession of consumers. The term '**Recall**' means the removal of a product from the supply chain *and* the recovery of that product from the possession of consumers.

Q007 - Experience_food_safety_recalls:

Single coded

Not back

Thinking about your own organisation, how many **food safety** related product withdrawals or recalls has your organisation been involved in or dealt with directly, in the past 12 months?

By **food safety product recall** we mean any food withdrawal / recall that is related to potential harm to consumers.

IF RESPONDENT CAN'T REMEMBER, PLEASE ASK FOR NEAREST ESTIMATE. DO NOT READ OUT CODES 2-3.

Normal

- 1 Please record number **Open*
- 2 My organisation has not been involved in any food safety withdrawals or recalls in the past 12 months
- 99 don't know **Position fixed *Exclusive*

Q008 - Experience_non_food_safety_recalls:**Single coded****Not back**

And how many **non-food-safety** related product withdrawals or recalls has your organisation been involved in or dealt with directly, in the past 12 months?

By **non-food-safety product recall** we mean any food withdrawal / recall that is **NOT** related to potential harm to consumers, e.g. food put into incorrect packaging'

IF RESPONDENT CAN'T REMEMBER, PLEASE ASK FOR NEAREST ESTIMATE. DO NOT READ OUT CODES 2-3.

Normal

- 1 Please record number **Open*
- 2 My organisation has not been involved in any non-food-safety withdrawals or recalls in the past 12 months
- 99 don't know **Position fixed *Exclusive*

Q009 - Intro_all_withdrawals_recalls:**Text****Not back**

From this point onwards, we will be talking about food withdrawals and recalls in general, including both food safety and non-food-safety related withdrawals and recalls

Q010 - Organisation_guidelines:**Single coded****Not back**

Does your organisation have its own established guidelines for food withdrawals or recalls?
By guidelines, we mean established plans and processes for employees to follow in the case of food withdrawals or recalls.

READ OUT

Normal

- 1 Yes - my organisation has clear and strict guidelines / processes
- 2 Yes - my organisation has some guidelines / processes
- 3 No - my organisation does not have any guidelines / processes
- 4 No - my organisation follows the guidance given by the association to which the business belongs
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Q011 - Roles_processes:**Matrix****Not back | Number of rows: 2 | Number of columns: 3**

When dealing with food withdrawals or recalls, do any of the following apply to your organisation?

READ OUT

Normal

	Yes	No	Don't know
My organisation has roles and responsibilities agreed in advance of a food withdrawal or recall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My organisation has a process in place to monitor and evaluate the effectiveness or success of its food withdrawals or recalls (INTERVIEWER IF NECESSARY: e.g. the speed at which a recall was issued or the proportion of products successfully recalled)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q012 - Process_steps:**Open****Not back**

We would like to understand the processes and steps that your organisation usually follows in the case of a food product withdrawal / recall. Please tell me the list of steps that your organisation would take in such a situation, from identifying an issue or receiving notification of an issue to the withdrawal / recall of the food product.

PLEASE ENSURE RESPONDENT COVERS THE RECALL PROCESS, IF APPLICABLE, NOT JUST THE WITHDRAWAL PROCESS.

IF RESPONDENT STRUGGLES, PLEASE PROBE USING THE FOLLOWING:

- Do you have any procedures do you have in place to deal with a recall?
- Do you have any procedures in place to communicate with other organisations that may be involved (businesses, customers or authorities)?
- Do you have any processes in place to reprocess or destroy recalled stock?
- Would you take any internal actions once a recall has taken place (such as a review or evaluation)?

99 don't know *Position fixed *Exclusive

Ask only if **Q012 – Process_steps**, 99 AND if **Q003 - Industry**,7,8

Q013 - Scenario_manufacturer:

Open

[Not back](#)

I am now going to read you a scenario and I would like you to tell me what steps your organisation would take in this type of situation.

As a manufacturer, you produce nut-free muesli bars made with ingredients from lots of different countries.

During manufacturing, there was a mix up and these nut-free bars accidentally contained traces of peanuts. You realise this after they have been shipped to retailers.

What would be the list of steps that your organisation would take in a similar scenario, from identifying the issue or receiving notification of the issue to the food product withdrawal or recall?

99 don't know *Position fixed *Exclusive

Ask only if **Q012 – Process_steps**, 99 AND if **Q003 - Industry**,1,2,3,4,5,6

Q014 - Scenario_retailer:

Open

[Not back](#)

I am now going to read you a scenario and I would like you to tell me what steps your organisation would take in this type of situation.

As a retailer, you have just been informed by the manufacturer that a ready to eat product (such as a sandwich) you sell to your customers has high levels of salmonella.

What would be the list of steps that your organisation would take in a similar scenario, from identifying the issue or receiving notification of the issue to the food product withdrawal or recall?

99 don't know *Position fixed *Exclusive

Ask only if **Q012 – Process_steps, 99** AND if **Q003 - Industry,9**

Q015 - Scenario_wholesaler:

Open

[Not back](#)

I am now going to read you a scenario and I would like you to tell me what steps your organisation would take in this type of situation.

As a food wholesaler, you have just been informed by the manufacturer that a ready to eat product (such as a sandwich) you sell to your customers has high levels of salmonella.

What would be the list of steps that your organisation would take in a similar scenario, from identifying the issue or receiving notification of the issue to the food product withdrawal or recall?

99 don't know *Position fixed *Exclusive

Ask only if **Q012 – Process_steps, 99** AND if **Q003 - Industry,10**

Q016 - Scenario_distributorsupplier:

Open

[Not back](#)

I am now going to read you a scenario and I would like you to tell me what steps your organisation would take in this type of situation.

As a sandwich distributor you have just been informed by the manufacturer that the sandwiches you have provided to your retail customers have high levels of salmonella.

What would be the list of steps that your organisation would take in a similar scenario, from identifying the issue or receiving notification of the issue to the food product withdrawal or recall?

99 don't know *Position fixed *Exclusive

B003 - B003: The Process Map

Begin block

B003 - B003: The Process Map

End block

Q050 - Recall_process_map_new:**Single coded****Not back**

The Food Standards Agency / Food Standards Scotland have developed an iterative process map of the UK recalls system based on their experience.

Please open your browser to the following link to see the map.

www.tinyurl.com/foodrecalls³

INTERVIEWER - CHECK WHETHER RESPONDENT IS ABLE TO OPEN THE LINK AND SELECT APPROPRIATE ANSWER CODE.

Normal

- 1 Respondent able to view web link
- 2 Respondent unable to view web link

Q017 - Recall_process_map:**Text****Not back**

The Food Standards Agency / Food Standards Scotland have developed an iterative process map of the UK recalls system based on their experience.

Please open your browser to the following link to see the map.

www.tinyurl.com/foodrecalls⁴

Scripter notes: We need to create a web link to display the Process Map image (uploaded to KP in the questionnaire folder).

The link needs to be short and easy to type in for the respondent. Please discuss with execs.

Ask only if **Q050 - Recall_process_map_new,1**

Q018 - Relevance:**Single coded****Not back**

How accurately does the withdrawal / recall process you have just seen reflect the process you follow in your own organisation?

READ OUT

Normal

- 1 Very accurately
- 2 Fairly accurately
- 3 Not very accurately
- 4 Not at all accurately
- 99 don't know **Position fixed *Exclusive*

³ See simplified map on next page

⁴ See simplified map on next page

c) Simplified process map shown to food business representatives at phase 2b

STEPS IN THE WITHDRAWAL / RECALL PROCESS			
STEP 1	STEP 2	STEP 3	STEP 4
ISSUE IDENTIFICATION / TRIGGERING	WITHDRAWAL / RECALL NOTIFICATION	PRODUCT REMOVAL AND DESTRUCTION	FEEDBACK LOOP
Issue identification and risk assessment	Notifying customers in the supply chain Notifying competent authority	Removing affected product from supply chain and consumers	Determining cause of incidents
Traceability procedures	Notifying end consumers	Reprocessing or destroying product	Preventing similar incidences occurring
Triggering product withdrawals/recalls	Choosing the right method for notifications	Adhering to Competent Authority requirements to monitor and verify standards	

Ask only if **Q018 - Relevance,3,4** and **Q050 - Recall_process_map_new,1**

Q019 - Differences:

Open

[Not back](#)

You mentioned that the process you have just seen does not reflect the process you follow in your own organisation.

In what way(s) is it different?

99 don't know **Position fixed *Exclusive*

Q020 - Stages_involved_in:

Multi coded

[Not back | Min = 1](#)

Based on the withdrawal or recall process we have just shown you, which of the following stage(s) of the withdrawal or recall process would your organisation usually be likely to deal with?

READ OUT. CODE ALL THAT APPLY.

Normal

- 1 Identifying an issue, carrying out a risk assessment and triggering a product withdrawal or recall
- 2 Receiving a notification about an issue or about a product that needs to be withdrawn or recalled
- 3 Issuing withdrawal or recall notifications (either to customers in the supply chain, to end consumers, consumer groups or to the local authority)
- 4 Removing a product from customers in the supply chain or from end consumers
- 5 Destroying affected products and products recalled from consumers
- 6 Analysing the causes of an issue and taking measures to prevent future incidents
- 7 Evaluating the success of the withdrawal or recall
- 98 none of the above **Position fixed *Exclusive*

B004 - B004: STAGE 1: Issue identification / trigger

Begin block

B004 - B004: STAGE 1: Issue identification / trigger

End block

Ask only if **Q020 - Stages_involved_in,1,2**

Q021 - Stage1_Intro:

Text

Not back

We are now going to ask you a few questions about the first stage of the withdrawal or recall process. This may involve any or all of the following:

Identifying an issue, carrying out internal investigation and risk assessment, traceability of products and triggering a product withdrawal or recall.

It may also include being notified about an issue or a recall if your organisation was not initially involved in the issue identification.

Ask only if **Q020 - Stages_involved_in,1,2** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q022 - Stage1_workswell:

Multi coded

Not back | Min = 1

In your view, what aspects currently work well at this stage of the withdrawal / recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 My organisation has established procedures for product withdrawal / recall investigation
- 2 My organisation has traceability records that are easily available when needed
- 3 My organisation's process to initiate the withdrawal / recall is efficient
- 4 Trade associations are effective in informing food businesses when an issue relevant to them occurs
- 5 Local authorities / primary authority are effective in informing food businesses when an issue relevant to them occurs
- 6 The Food Standards Agency / Scotland are effective in informing food businesses when an issue relevant to them occurs
- 7 There is good communication between food businesses in the supply chain if an issue occurs
- 8 Local authorities / primary authority provide helpful advice / support
- 9 The FSA / FSS provide helpful advice / support
- 10 Trade associations provide helpful advice / support
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,1,2** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q023 - Stage1_doesntworkwell:

Multi coded

Not back | Min = 1

And what doesn't work well in this stage of the food withdrawal / recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 It is hard to make an objective decision given the high costs involved in product withdrawal / recall
- 2 Recall / withdrawal guidelines differ between businesses, making it difficult to collaborate
- 3 Lack of communication between food businesses involved in the supply chain
- 4 The FSA / FSS do not provide helpful advice / support
- 5 Local authorities / primary authority do not provide helpful advice / support
- 6 Trade associations do not provide helpful advice / support
- 7 Difficulty in tracing businesses / customers in the supply chain
- 8 Difficulty in tracing consumers
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,1,2**

Q024 - Stage1_prepared:

Matrix

Not back | Number of rows: 3 | Number of columns: 6

In your view, how well prepared is your organisation to effectively carry out each of the following?

READ OUT EACH STATEMENT AND REPEAT SCALE IF NECESSARY.

Normal

Rendered as Dynamic Grid

	Very well prepared	Fairly well prepared	Not very well prepared	Not at all prepared	Not applicable	Don't know
Internal issue assessment or investigation to make a decision whether a product should be withdrawn or recalled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracing of product(s) that need to be withdrawn or recalled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identifying your own customers from whom products need to be withdrawn or recalled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: Statement 1 (internal issue assessment or investigation) should only be asked of those who said code 1 at Q020.

Ask only if **Q020 - Stages_involved_in,1,2** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q025 - How_decide_to_recall:

Multi coded

Not back | Min = 1

Now thinking about the food withdrawal(s) / recall(s) you have recently dealt with, which of the following, if any, played a strong role in informing your decision to withdraw or recall a product?

PLEASE READ OUT. PROBE IF ANY OTHER.

Normal

- 1 Advice and information from Food Standards Agency or Food Standards Scotland
- 2 Advice and information from local authority / primary authority
- 3 Advice and information from another food business (e.g. manufacturer / retailer)
- 4 Advice from another specialist institution or organisation (please specify) **Open*
- 5 Internal company investigation / guidelines
- 6 Consumer feedback
- 7 External guidelines (please specify source) **Open*
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,1,2** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q026 - Stage1_notifications:

Multi coded

Not back | Min = 1

Thinking about the food withdrawal(s) / recall(s) you have recently dealt with, from which of the following, if any, did you receive notifications about an issue or a product that needed to be withdrawn or recalled?

PLEASE READ OUT. PROBE IF ANY OTHER.

Normal

- 1 A notification or information from the Food Standards Agency or Food Standards Scotland
- 2 A notification or information from a local authority or primary authority
- 3 A notification or information from another food business such as a manufacturer
- 4 A notification or information from another food business such as wholesalers, distributors or a supplier
- 5 A notification or complaint from consumers
- 6 My organisation has not dealt with a food withdrawal or recall in the last 12 months **Exclusive*
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,1,2**

Q027 - Stage1_targets:

Single coded

[Not back](#)

Does your organisation have any internal targets or industry standards that you need to meet for monitoring and evaluating the effectiveness of its **issue identification and risk assessment** processes?

For example, obtaining traceability information within a certain timeframe to issue a recall.

IF YES, PLEASE RECORD ALL INFORMATION.

Normal

- 1 Yes (please specify in detail) *Open
- 2 No, my organisation does not have any internal targets / standards for this stage
- 99 don't know *Position fixed *Exclusive

B005 - B005: STAGE 2: Withdrawal / recall notification

Begin block

B005 - B005: STAGE 2: Withdrawal / recall notification

End block

Ask only if **Q020 - Stages_involved_in,3**

Q028 - Stage2_Intro:

Text

[Not back](#)

We are now going to ask you a few questions about the second stage of the withdrawal or recall process.

This may involve any or all of the following: notifying customers in the supply chain, notifying the local authority, notifying end consumers and consumer groups.

Ask only if **Q020 - Stages_involved_in,3** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q029 - Stage2_workswell:

Multi coded

Not back | Min = 1

In your view, what aspects currently work well in this stage of the withdrawal or recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 My organisation has established procedures for notifying local authorities / primary authority
- 2 My organisation has established procedures to inform our customers about a withdrawal / recall
- 3 My organisation has established procedures to inform the FSA / FSS about a withdrawal / recall
- 4 My organisation has established procedures to inform other businesses involved in the supply chain about a withdrawal / recall
- 5 My organisation has established procedures for notifying the FSA in case of withdrawal / recall
- 6 Local authorities / primary authority provide helpful advice / support
- 7 Food associations provide helpful guidelines to businesses
- 8 The FSA / FSS provide helpful advice / support
- 9 Good collaboration between food businesses involved in the withdrawal / recall
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,3** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q030 - Stage2_doesntworkwell:

Multi coded

Not back | Min = 1

And what doesn't work well in this stage of the withdrawal / recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 Unable to identify customers from whom products need to be recalled
- 2 Lack of guidelines or information available to businesses on how to notify customers
- 3 My organisation does not have established procedures for notifying customers
- 4 Challenge in reaching independent small businesses to inform them about withdrawals / recalls
- 5 Limited cooperation between food businesses when it comes to informing consumers / customers
- 6 Local authorities / primary authority do not provide helpful advice / support
- 7 Food associations do not provide helpful guidelines to businesses
- 8 The FSA / FSS do not provide helpful advice / support
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,3**

Q031 - Stage2_prepared:

Single coded

[Not back](#)

In your view, how well prepared is your organisation in informing its own customers about a product withdrawal or recall?

For example, having prepared templates for how to notify customers

READ OUT

Normal

- 1 Very well prepared
- 2 Fairly well prepared
- 3 Not very well prepared
- 4 Not prepared at all
- 99 don't know **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,3** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q032 - Stage2_notifyingbusinesses:

Multi coded

[Not back](#) | **Min = 1**

Thinking about the food withdrawals or recalls you have recently dealt with, which of the following methods have you used to notify other businesses involved in the supply chain about a product withdrawal or recall, if applicable?

READ OUT. PROBE IF ANY OTHER.

Normal

- 1 Direct contact e.g. phone calls or emails
- 2 Written recall notification letters
- 3 Recall notification via email
- 4 Notification on the organisation's website
- 5 Notified trade associations who inform businesses involved
- 6 Notified local authority who informed businesses involved
- 96 other, namely... **Open *Position fixed*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,3** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q033 - Stage2_notifyingconsumers:

Multi coded

Not back | Min = 1

And which of the following methods have you used to notify end consumers about a product recall, if applicable?

READ OUT. PROBE IF ANY OTHER.

Normal

- 1 Press release
- 2 Written recall notification letters
- 3 Recall notification via email
- 4 Emailing consumers who have a loyalty card
- 5 Notification in store (point of sale notice e.g. by the till)
- 6 Notification in store (shelf barkers)
- 7 Notification in store (other - please specify) **Open*
- 8 Notification on the organisation's website
- 9 Notification through social media (Facebook, Twitter etc)
- 10 Food Standards Agency or Food Standards Scotland website or social media
- 11 Notifications to consumer groups (e.g. Allergy UK, Anaphylaxis Campaign or Coeliac UK)
- 12 Notifying customers via text messages
- 96 other, namely... **Open *Position fixed*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,3** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q034 - Stage2_notifyingspecificconsumers:

Multi coded

Not back | Min = 1

And do you normally inform or notify any specific consumer groups of a product recall, when relevant?

By consumer groups, we mean an organisation that represents consumers with specific health concerns such as allergies.

READ OUT. PROBE IF ANY OTHER.

Normal

- 1 Yes - allergies or intolerance groups
- 2 Yes - pregnant women groups
- 3 Yes - parents of children groups
- 4 Yes - any other groups (please specify) **Open*
- 5 No - my organisation does not inform specific consumer groups **Exclusive*
- 6 No - not applicable to my organisation **Exclusive*
- 99 don't know **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,3**

Q035 - Stage2_targets:

Single coded

[Not back](#)

Does your organisation have any internal targets or industry standards that you need to meet to monitor and evaluate the effectiveness of its notification processes?

For example, the timeframe within which your customers must be notified of food product recalls?

RECORD AS MUCH DETAIL AS POSSIBLE.

Normal

- 1 Yes (please specify in detail) **Open*
- 2 No - my organisation does not have any internal targets or standards for this stage
- 99 don't know **Position fixed *Exclusive*

B006 - B006: STAGE 3: Product removal and destruction

Begin block

B006 - B006: STAGE 3: Product removal and destruction

End block

Ask only if **Q020 - Stages_involved_in,4,5**

Q036 - Stage3_Intro:

Text

[Not back](#)

We are now going to ask you a few questions about the third stage of the recall process. This may involve any or all of the following: Removing affected products from the supply chain, recovering recalled products from consumers, and reprocessing or destroying affected products.

Ask only if **Q020 - Stages_involved_in,4,5** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q037 - Stage3_workswell:

Multi coded

[Not back](#) | **Min = 1**

In your view, what aspects currently work well at this stage of the withdrawal or recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 My organisation has a process in place for reprocessing or destroying affected products
- 2 Good cooperation between food businesses when it comes to sharing the costs of recall
- 3 Good cooperation between food businesses in removing affected products from consumers
- 4 The local authority / primary authority provide helpful advice / support
- 5 Trade associations provide helpful advice / support
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,4,5** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q038 - Stage3_doesntworkwell:

Multi coded

Not back | Min = 1

And what doesn't work well at this stage of the withdrawal or recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 Product withdrawal / recall is hard to achieve when a product is imported
- 2 Challenge in getting products back from the small retailers compared to larger retailers
- 3 It is difficult to recall products with the necessary speed to ensure consumers are not affected
- 4 Difficulty in identifying where all products in the supply chain come from or go to
- 5 Difficulty once the product is out of the organisation's immediate control (i.e. other food businesses are also involved)
- 6 Limited cooperation between food businesses when it comes to sharing the costs of recall
- 7 Lack of resources among local authorities to ensure food withdrawal / recalls are effectively implemented
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,4,5**

Q039 - Stage3_prepared:

Matrix

Not back | Number of rows: 2 | Number of columns: 6

In your view, how well prepared do you think your organisation is to effectively carry out each of the following?

READ OUT AND REPEAT SCALE AS NECESSARY.

Normal

Rendered as Dynamic Grid

	Very well prepared	Fairly well prepared	Not very well prepared	Not at all prepared	Not applicable	Don't know
Disposing of affected and returned products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adhering to competent authority requirements and standards in removing affected products from your customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q020 - Stages_involved_in,4,5**

Q040 - Stage3_targets:

Single coded

Not back

Does your organisation have any internal targets or industry standards that you need to meet to monitor and evaluate the effectiveness of its food product removal and destruction processes?

For example, guidelines on the proportion of stock that needs to be identified and returned, or the timeframe by which a product should be recalled or destroyed?

IF YES, PLEASE RECORD DETAIL.

Normal

- 1 Yes (please specify in detail) **Open*
- 2 No, my organisation does not have any internal targets or standards for this stage
- 99 don't know **Position fixed *Exclusive*

B007 - B007: STAGE 4: Feedback / Review and learn

Begin block

B007 - B007: STAGE 4: Feedback / Review and learn

End block

Ask only if **Q020 - Stages_involved_in,6,7**

Q041 - Stage4_Intro:

Text

Not back

We are now going to ask you a few questions about the fourth stage of the withdrawal or recall process. This may involve any or all of the following. Analysing the causes of an incident, taking measures to prevent similar incidents from happening in the future, and evaluating the success of a product withdrawal or recall.

Ask only if **Q020 - Stages_involved_in,6,7** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q042 - Stage4_workswell:

Multi coded

Not back | Min = 1

In your view, what aspects currently work well at this stage of the withdrawal / recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 My organisation has established procedures for evaluating the success of a withdrawal / recall
- 2 My organisation has established procedures to investigate the cause of an issue
- 3 My organisation has good internal product traceability systems that help in identifying the cause
- 4 Good communication among staff which leads to effective identification of the cause of an issue
- 5 My organisation always shares the results of cause analysis with other businesses for learning
- 6 It is easy to assess how effective a withdrawal / recall was
- 7 Customer feedback is helpful in monitoring success of a withdrawal / recall
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if **Q020 - Stages_involved_in,6,7** and **Q007 - Experience_food_safety_recalls,1,99** or **Q008 - Experience_non_food_safety_recalls,1,99**

Q043 - Stage4_doesntworkwell:

Multi coded

Not back | Min = 1

And what doesn't work well at this stage of the withdrawal or recall process in your organisation?

DO NOT READ OUT.
PLEASE RECORD ALL MENTIONS OUTSIDE THIS LIST AS MUCH AS POSSIBLE.

Normal

- 1 Lack of traceability records in my organisation to identify root cause
- 2 Lack of communication between food businesses involved in the supply chain
- 3 Difficulty in identifying all businesses in the supply chain
- 4 Difficulty in assessing how effective / successful a recall was due to lack of guidelines
- 5 Lack of information on what consumers have done with affected product
- 6 Difficulty in assessing effectiveness / success of communication to the public during a recall
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*
- 98 none of the above **Position fixed *Exclusive*

Ask only if Q020 - Stages_involved_in,6,7

Q044 - Stage4_prepared:

Matrix

Not back | Number of rows: 4 | Number of columns: 6

How well prepared do you think your organisation is to effectively carry out each of the following?

READ OUT AND REPEAT SCALE AS NECESSARY

Normal

Rendered as Dynamic Grid

	Very well prepared	Fairly well prepared	Not very well prepared	Not at all prepared	Not applicable	Don't know
Post-withdrawal review - assessing the success of the withdrawal (e.g. proportion of affected products withdrawn)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post-recall review - assessing the effectiveness of communication to the public (e.g. proportion of affected products returned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Root cause analysis (identifying the cause of the problem that occurred and ensuring it is not repeated again)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing learnings or case studies with other food businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if Q020 - Stages_involved_in,6,7

Q045 - Stage4_targets:

Single coded

Not back

Does your organisation have methods to monitor and evaluate the **effectiveness of its analysis of cause of the issue**, or **measures to evaluate the success of its product withdrawal or recall**?

IF YES, RECORD AS MUCH DETAIL AS POSSIBLE.

Normal

- 1 Yes (please specify in detail) *Open
- 2 No, my organisation does not have any measures, standards or methods for this stage
- 99 don't know *Position fixed *Exclusive

B008 - B008: Final Overview Questions

Begin block

B008 - B008: Final Overview Questions

End block

Not back | Min = 1

Thinking about the food withdrawal / recall process in general, what would you suggest as areas for improvement to the current withdrawal / recall process in the UK?

DO NOT READ OUT.
IF OTHER, RECORD IN AS MUCH DETAIL AS POSSIBLE.

Normal

- 1 Feedback on the outcome of the recall (i.e. how much was recalled)
- 2 Better collaboration between food businesses and trade organisations
- 3 Better collaboration between food businesses and the FSA / FSS
- 4 Better collaboration between food businesses and local authorities
- 5 More detailed guidelines on what businesses should do in case of withdrawal / recall
- 6 More support from the FSA / FSS
- 7 More support from local authorities and primary authorities
- 8 More case study sharing / learnings across food businesses
- 9 Better clarity on who is responsible for different actions in the recall process
- 10 Better guidelines on food businesses' legal obligations when it comes to food withdrawal / recall
- 11 Better external guidelines on how to communicate with consumers
- 12 More involvement from local authorities to ensure business compliance
- 13 More penalties for non-compliance
- 14 More auditing for compliance
- 15 More training to food businesses
- 96 other, namely... **Open *Position fixed*
- 99 don't know **Position fixed *Exclusive*

Appendix C: SIC Codes

Sector	US SIC	US SIC description
Manufacturing	2011	Meat Packing Plants
	2013	Sausages and Other Prepared Meats
	2015	Poultry Slaughtering and Processing
	2021	Creamery Butter
	2023	Dry, Condensed, Evaporated Products
	2024	Ice Cream and Frozen Desserts
	2026	Fluid Milk
	2032	Canned Specialties
	2033	Canned Fruits and Specialties
	2041	Flour and Other Grain Mill Products
	2043	Cereal Breakfast Foods
	2046	Wet Corn Milling
	2051	Bread, Cake, and Related Products
	2052	Cookies and Crackers
	2061	Raw Cane Sugar
	2064	Candy and Other Confectionery Products
	2066	Chocolate and Cocoa Products
	2079	Edible Fats and Oils
	2082	Malt Beverages
	2083	Malt
2084	Wines, Brandy, and Brandy Spirits	
2085	Distilled and Blended Liquors	
2086	Bottled and Canned Soft Drinks	
2091	Canned and Cured Fish and Seafoods	
2095	Roasted Coffee	
2096	Potato Chips and Similar Snacks	
2098	Macaroni and Spaghetti	
2099	Food Preparations, Nec	
Wholesale	5141	Groceries, General Line
	5142	Packaged Frozen Goods
	5143	Dairy Products, Except Dried or Canned
	5145	Confectionery
	5146	Fish and Seafoods
	5147	Meats and Meat Products
	5148	Fresh Fruits and Vegetables
	5149	Groceries and Related Products, Nec
	5153	Grain and Field Beans
	Retail	5411
5421		Meat and Fish Markets
5431		Fruit and Vegetable Markets
5441		Candy, Nut, and Confectionery Stores
5451		Dairy Products Stores
5461		Retail Bakeries
5499		Miscellaneous Food Stores

Appendix D: Phase 3 Topic Guides & Stimulus

Note: The research materials in phase 1 used the phrase ‘recalls process’ to encompass the combination of actions that might be taken for a recall or for a withdrawal. The evidence generated from phase 1 suggested that adding further granularity in definition in subsequent research phases would be important in revealing any potential nuances between recall and withdrawal processes. Therefore, subsequent phases separated the concepts of ‘withdrawal’ and ‘recall’ in questioning and discussion.

In any phase, where participants communicated specifically about ‘recall’ or ‘withdrawal’, this report communicates the distinction. However, as this report is rooted in primary research, it reflects the language and terminology used by participants in the undirected conversations conducted in phases 1 and 2b. Consequently, the terminology reported here reflects participants’ word choices and levels of knowledge which may not reflect legal definitions in all cases.

Similarly, in phases 2a, 3a and 3b the research captured consumers’ knowledge, expectations and attitudes on the roles of food businesses and the state in relation to the food recalls system. This report reflects consumers’ word choices and levels of knowledge rather than the realities of the legislative and regulatory environments. This note is replicated in section 2.4.1 of the main report.

NOTE 2: A range of recall examples were used throughout the discussions to illustrate to research respondents the breadth of presentation styles used for notices and the variety of reasons a recall notice may be issued. The participants were shown the actual notices during the discussion groups but for the purposes of publication these have been anonymised.

a) Phase 3a – Public face-to-face workshops (qualitative)

1. Introduction and background (5 minutes)

Section aim: To introduce the structure of the workshop and inform the participants of the brief background to the project. In addition, participants will be encouraged to introduce themselves to the group and to participate in the group discussion.

	Approx. timing
<p>1.1 Moderator introduction</p> <ul style="list-style-type: none"> ▪ Introduce yourself and Kantar Public – an independent research agency ▪ We are conducting research on behalf of the FSA and FSS ▪ Explain that these are non-ministerial government departments set up to protect the public’s health and consumer interests in relation to food, including risks caused by the way in which food is produced or supplied. In relation to the recalls system, the FSA and FSS have the overall remit for the system and responsibility to support food business operators to 	2 mins

<p>meet their legal requirements</p> <ul style="list-style-type: none"> ▪ Explain that the aim of the workshop is to understand their experiences of food recalls ▪ Introduce FSA/FSS attendees (if present) ▪ Length – 90 minutes ▪ Research is confidential and anonymous – findings and quotes will be attributed anonymously ▪ Recording – shared only with the Kantar Public research team ▪ £50 incentive 	
<p>Researcher note:</p> <p>1.2 Participant introduction</p> <p><i>RESEARCHERS NOTE: If this workshop is with one of the allergies groups, probe if participants are members of any allergy organisations</i></p> <ul style="list-style-type: none"> ▪ Participants introduce themselves to the group <ul style="list-style-type: none"> o Name o Who they live with – partner; number / age of children o Do they or anyone they live with have any food allergies? ▪ Where they buy their main weekly shop (local shop, online, big supermarket) and where they do their top up shop. Make sure to probe on whether they shop online. 	3 mins

2. Explore consumers' awareness of food recalls (16 mins)

Section aim: To understand consumers' attitudes towards risk associated with food and broad understanding of food recalls, why these are necessary and who is involved

	Approx. timing
<p>2.1 Understanding of 'food recall'</p> <ul style="list-style-type: none"> ▪ There are a number of risks around food that could lead to a recall. How concerned are they about risks associated with the food that they eat/purchase? ▪ What do participants understand by the term 'food recall'? <i>At this point we do not want specific examples, just an understanding of what it means. Explain if necessary.</i> ▪ How concerned do participants feel about food recalls? ▪ Are they active or passive when it comes to food recalls/alerts i.e. do they look for information on food recalls? o <i>Anyone who describes themselves as active, explore why they are proactive; how they are active and how they acquire relevant information</i> 	4 mins

<p>2.2 Expectations of the recall system</p> <ul style="list-style-type: none"> ▪ Expectations of the recalls systems? <i>Ask participants to plot the process from the moment an organisation ‘triggers’ a concern/issue with a food product. Ask them to think about which organisations are <u>involved</u> in this process</i> ▪ Which organisation/body do they think should be <u>responsible for communicating</u> food recall alerts to consumers? <i>Probe for more than one organisation/body if they only mention one</i> ▪ STIM A: Organisation behind communications ▪ <i>Probe with the following list, if not mentioned spontaneously:</i> <ul style="list-style-type: none"> ○ Big Supermarkets ○ Local shops/petrol stations ○ FSA / FSS ○ Local Authorities ○ Food manufacturers ○ GP/NHS ○ Consumer representative Groups ○ Other? e.g. Allergy Organisations ▪ <i>Why do you think that organization/body should take responsibility for communicating food recall alerts? Probe fully</i> ▪ <i>How do they think a food recall would affect their view of the relevant manufacturer/retailer?</i> 	<p>5 mins</p>
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Organisations communicating the recalls

- | | |
|---|--|
| <ul style="list-style-type: none"> ➤ Big Supermarkets ➤ Local shops ➤ Petrol stations ➤ FSA/FSS | <ul style="list-style-type: none"> ➤ Local Authorities ➤ Food manufacturers ➤ GP/NHS ➤ Other |
|---|--|

Stimulus A – Organisation behind communication

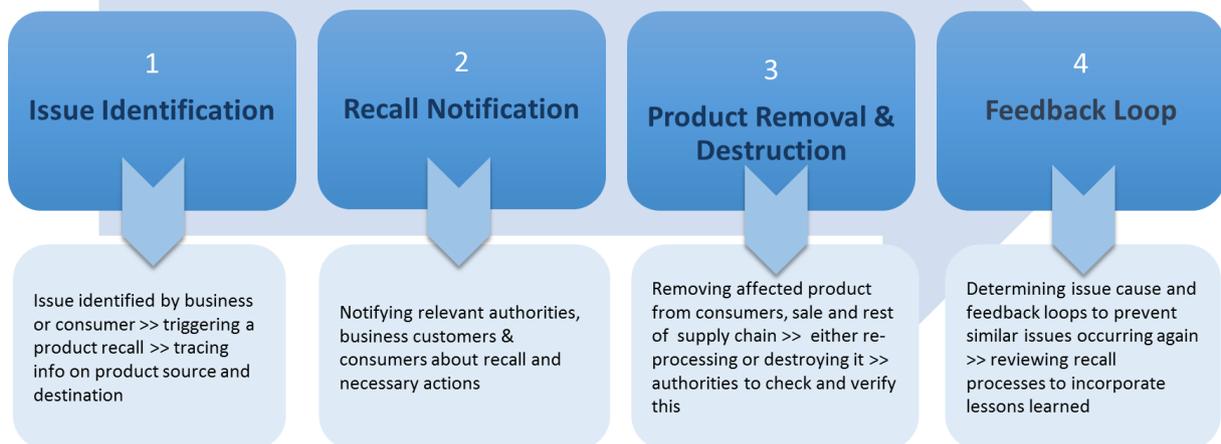
2.3 Review the Recalls Process Map

7 mins

RESEARCHERS' NOTE: Split participants in half. Each group is a different stakeholder group i.e. manufacturer; supermarket; LA; or consumer group/allergy organisation. Rotate between four stakeholder groups (as instructed in briefing)

- **STIM B: Recalls Process Map**
- Show participants the Recalls Process Map
- Gauge reactions to the map as if they were that stakeholder:
- Ask participants to get arty! Annotate the map – circle in red where things are not working well and circle in green where they are impactful/successful. Let's discuss:
 - o How effective is this process?
 - o Are their responsibilities fair?
 - o Where do they anticipate, the problems being?
 - o Where do they see the consumers in all this?
- Recommendations for improvement to ensure they can keep to their responsibilities?

Simplified Recalls Process Map



Stimulus B – Recalls Process Map

3. Explore consumers' actual experiences of food recalls (18 mins)

Section aim: To understand consumers' actual experiences of food recalls - the impact and influence of channels of communication and voice and how communications are received

	Approx. timing
<p>3.1 Experiences of food recall alerts</p> <ul style="list-style-type: none"> ▪ Has anyone in the group ever been impacted by a recall? Meaning, have they ever bought a food product that has later been recalled before they've consumed/used it? <ul style="list-style-type: none"> o How long after the purchase did they become aware of the recall messaging? o How did they hear of the recall? Probe: In store? Social media? Emails? News? o Is this what they would have expected? ▪ Thinking about their own lives, which way of communicating is/would be the most impactful? Why? ▪ What food recall alerts have they come across in the past 6 months? <i>Flipchart spontaneous responses</i> ▪ Stim C: Recent food recalls ▪ Show participants handouts and ask if they have been aware of any of the recent recall alerts. Note to participants that these were chosen to illustrate a range of reasons for recalls. 	<p>8 mins</p>

PRODUCT RECALL

Stores display notice until DATE

PRODUCT IMAGE

BRAND/PRODUCT

-All Date Codes-

An alleged product tampering has been reported with the item containing a small ITEM which could pose a risk if eaten.

As a precaution customers are requested not to consume the product and should return the product to store for a full refund.

Food tampering:
[PRODUCT]

Stimulus C- Food recalls

Chemical
contamination:
[**BRAND/PRODUCT**]

Stimulus C– Food recalls

RETAILER
CUSTOMER INFORMATION

BRAND/PRODUCT

PRODUCT IMAGE

RETAILER is recalling **300g, Best Before Date** **BRAND/PRODUCT DATES** only.

If you have bought the above product, do not eat it. Instead, return it to **RETAILER** for a full refund.

Other **BRAND** products are not affected by this recall.

Any customers with queries or concerns can contact Customer Services on **CONTACT DETAILS** **DATE**

Food poisoning:
[**PRODUCTS**]

Stimulus C– Food recalls

RETAILER
PRODUCT RECALL

Various **PRODUCTS**

Item Code	Product Description	Use By
PRODUCT CODES	PRODUCTS	DATES

Routine testing has identified the possible presence of **ISSUE** in a small number of packs of the above products.

As a precautionary measure, we are asking all customers who have bought this product not to use it, and to return it to their nearest **RETAILER** where they will receive a full refund.

No other products or date codes are affected by this issue, and we apologise for the inconvenience this has caused.

Display until: **DATE**

Allergens
(**ALLERGEN**):
[**BRAND/PRODUCT**]

Stimulus C– Food recalls

ALLERGEN ALERT

Undeclared **ALLERGEN**
in **PRODUCT**

**PRODUCT
IMAGE**

Date Code: **DATES**
Price: **PRICE**
Barcode: **BARCODE**

What's happened?

It has come to our attention that **PRODUCT** as detailed above contains **ALLERGEN** which is not declared in the ingredients.

What you should do?

If you have purchased **PRODUCT** please bring it back to your nearest store where you will be given a full refund. You do not need your receipt.

We are very sorry for any inconvenience caused. If you would like any further information please contact:

BRAND Customer Relations **CONTACT DETAILS** or email **CONTACT DETAILS**

Food poisoning:
[**PRODUCT**]

Stimulus C– Food recalls (Scottish Example)

Product Recall

IMPORTANT NOTICE
PRODUCT

**PRODUCT
IMAGE**

Product Name: **PRODUCT**
Product Code: **PRODUCT CODES**
Batches affected: **BATCH CODES**

We are recalling the above batch codes of this product as a precautionary measure following product testing which detected the presence of **ISSUE** in a very small sample of products. **ISSUE** can cause food poisoning. This means the product is a possible health risk for anyone who consumes it.

If you have bought the above product, please do not eat it.

Customers are asked to return this product to the nearest store, where a full refund will be given.

No other batch codes are affected.

We apologise for any inconvenience and thank you for your co-operation.

RETAILER

Please contact us on

Packaging issues:
[**BRAND/PRODUCT**]

Stimulus D – Food recalls

PRODUCT RECALL

BRAND/PRODUCTS

PRODUCT
IMAGES

All products with best before dates up to DATE
Price: PRICE Barcodes: BARCODE

What's happened?

As a precautionary measure, BRAND is recalling these two varieties of BRAND/PRODUCT. In a very small number of cases, the ISSUE

What you should do?

If you have purchased either of these BRAND products, please handle with care and dispose of PRODUCT in your household waste.

The PRODUCT is not affected, although it is recommended that you don't open it.

If you would like any further information and to request a refund for your PRODUCT, please call RETAILER on CONTACT DETAILS

Consumers can also contact BRAND UK Consumer Relations at CONTACT DETAILS

This product was only available at RETAILER and no other BRAND products are affected.

3.2 Understanding of reasons that food is recalled

7 mins

- Probe their understanding of the main reasons that food is recalled? *Try to relate to the five example alerts that have been shown to participants, probe if not mentioned:*
- *Examples provided:*
 - Food tampering (deliberate contamination) e.g. [issue] [brand] [product]
 - [issue] e.g. [brand] [product]
 - Packaging issues e.g. [brand] [risk]
 - Food poisoning e.g. [issue] in [product] or [issue] in [product] (England, Wales, Northern Ireland); [product] (Scotland)
 - Allergens e.g. [allergen] that is not mentioned on the label in [product]'
- *Not provided:*
 - Physical contamination (accidental) e.g. [substance] in [brand] [product]
 - Mislabelled e.g. [issue] on the label
- *Probe fully on their understanding of recalls*
- *Explain that currently the requirement placed on food businesses to recall food is linked to when food fails to meet food safety requirements or would present a risk to health, but the industry may voluntarily recall food for non-food safety issues (when it is in the public interest or brand interest). Currently, these are communicated to consumers by retailers in the same way in store but are not issued by the FSA/FSS on our website as they do not relate to safety issues.*
- *Probe on their feelings about when food should be recalled? Probe on the instances and circumstances that food should be recalled e.g. if a beef product with undeclared other meat species is on sale, or food incorrectly labelled as organic when it is not, that may be misleading in terms of ingredients but not unsafe.*

<p>3.3 Provenance of recalls</p> <p><i>Researchers Note: continue to reference Stim C in this section.</i></p> <ul style="list-style-type: none"> ▪ Which organisation or body do they think was behind that particular recall: <ul style="list-style-type: none"> ○ FSA/FSS? LA? Supermarket? Local shop? Food manufacturer? Other? ○ How relevant is the voice behind the message? ▪ Who is responsible for organising a recall? (e.g. FSA/FSS? LA? Supermarket? Local shop? Food manufacturer? Other?) ▪ Who is responsible for communicating a recall? (e.g. FSA/FSS? LA? Supermarket? Local shop? Food manufacturer? Other?) ▪ How do recalls affect their attitudes toward the manufacturer or retailer (or product) that the recall relates to? ▪ Generally, which voice do they trust the most? Why? 	<p>3 mins</p>
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4. Consumer response to the recall process (18 mins)

- *Section aims: To explore how participants would potentially respond to a food recall alert and what factors influence their behaviour*

	<p>Approx. timing</p>
<p>4.1 Response to food recalls</p> <p><i>RESEARCHERS NOTE: Split participants into pairs. Each pair to fill in both bubbles but only feedback on one.</i></p> <ul style="list-style-type: none"> ▪ <i>Ask all to imagine there was a recall of a product they had recently bought, ask them to think of the food product at home and what they would do next</i> ▪ STIM D: Speech bubble 1 and 2. ▪ <i>Ask participants to complete speech bubble: If I had bought a food item from my local supermarket and learnt from [broadcaster] that this product was being recalled, I would...</i> ▪ <i>Ask participants to complete the next speech bubble: If I had bought a food item from my local petrol station and heard on social media that this product was being recalled, I would.....</i> ▪ <i>Ask pairs to read out one of their responses to the group</i> ▪ <i>Ask them to explain what factors they considered when completing the speech bubble If not mentioned, probe on</i> <ul style="list-style-type: none"> ○ impact of risk ○ the source of the message ○ the route/channel of communication ○ the source of the product or where purchased ○ If a different response for each speech bubble, explain the reasons why 	<p>7 mins</p>

*If I had bought a food item from **my local supermarket** and learnt from **[BROADCASTER]** that this product was being recalled, I would...*

Stimulus D– Response to recall

*If I had bought a food item from **my local petrol station** and heard on **social media** that this product was being recalled, I would.....*

Stimulus D– Response to recall

<p>4.2 Understanding of food recall communication in the UK</p> <ul style="list-style-type: none">▪ STIM E UK Food Recall System Communication 🔔 Read out loud to discuss first 2 pages. Show website examples while reading▪ Probe on understanding the different communication methods (online and in stores)▪ Which are they likely to follow, notice or pay attention to▪ Which communication sources are they likely to trust▪ How would they go about searching for more information	<p>4 mins</p>
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UK Food Recall System Communication I

- In the UK food is recalled when it fails to meet **food safety requirements**. The food recall process is complex, followed on a case-by-case basis by **businesses, Local Authorities and the FSA/FSS**.
- These **recalls target consumers** through product recall information notices or allergy alerts. In some circumstances other bodies are asked to remove a product from the market.

Stimulus E - Communication

Example 1 of FSA website showing Allergy Alerts and Food Alert for Action



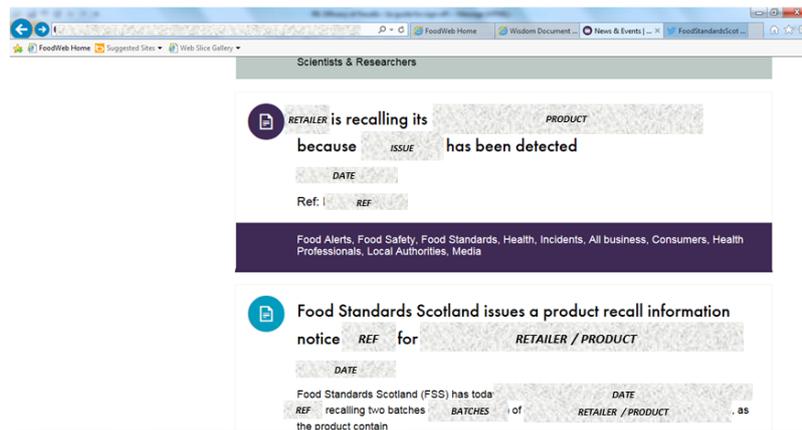
Stimulus E– FSA and other UK communication

Example 2 of FSA website showing Allergy Alerts and Product Recalls



UK Food Recall System Communication II

Example of FSS website showing news and events



Stimulus E– FSA and other UK communication

<p>4.3 Comparing to other countries</p> <ul style="list-style-type: none"> ▪ Explain that in some other countries the equivalent to the Food Standards Agency have a classification system. ▪ STIM F: Classification ▪ <i>Show participant the classifications I, II and III</i> ▪ For each classification, ask participants to say what they would do with the product they had at home considering the following outcomes. Keep a tally on a flipchart: <ul style="list-style-type: none"> ○ Return food to point of sale? ○ Destroy food at home? ○ Do nothing? ○ Eat product despite the recall message? ○ Ask participants to explain their responses ▪ <i>Probe fully on how they would respond differently to a Classification III risk e.g. wrong labelling that will not impact on health compared with a Classification I risk e.g. risk of E.coli in a frozen chicken korma</i> ▪ <i>Remind participants that this classification system is not currently used in the UK, (but overseas).</i> 	<p>7 mins</p>
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Class I incident - reasonable probability that product use will cause serious adverse health consequences
→ e.g presence of E.coli in product

Class II incident - remote probability that product use will cause adverse health consequences
→ e.g. chemical taint not likely to be harmful but could cause minor, short-lived adverse effects

Class III incident - product use will not cause adverse health consequences
→ e.g quality related issues or mislabelled product

5. Communicating most effectively with consumers (33 mins)

Section aim: To identify messages that may be effective in communicating food recalls and to co-create the most effective communications.

	Approx. timing
<p>5.1 Reviewing current Food Recall communication</p> <p><i>RESEARCHER NOTE: There are numerous UK examples (Stim G), and a comparison across UK and other countries' food safety enforcement bodies (Stim H). Please present them as two separate 'batches', one at a time. IF TIME IS TIGHT, SKIP SOME EXAMPLES FROM STIM H ensuring you include the Australian press release example</i></p> <p>STIM G - Examples of UK point of sale notices (A3 Print)</p> <ul style="list-style-type: none"> o <i>Hand out Stim G and give participants a minute to look at the materials and highlight/circle use red for negatives and green for positives)what they like and dislike, then annotate with notes/bullets why they like/dislike it. Make it clear that these will be collected for analysis so ask them to write clearly to assure their views will count.</i> o <i>Quick feedback round, each name one point</i> <p><i>Then ask participants to imagine they are given these food recall alerts – how do they think they would respond to each and which would allow them to make an informed decision? Ask the following probes to the group about each one</i></p> <ul style="list-style-type: none"> o <i>What do they like/dislike; note any cause for confusion</i> o <i>PROBE specific aspects of the messages, e.g. preference for % or numbers, impact of level of severity etc.</i> o <i>What does it tell them about the risk of a specific product (higher/lower)?</i> o <i>Do they think the message helps them understand the risk i.e. makes it easier to understand?</i> o <i>How and where, i.e. through which channels should recall messages be communicated? (Probe on point of sale notifications, news, online shopping and organisations' online presence)</i> o <i>How would they respond to the message i.e. destroy food or take it back to retailer or do nothing etc.?</i> o <i>How can the effectiveness of these messages be improved and measured?</i> 	<p>10 mins</p>

Example of UK's Point of Sale Notifications

Important Notice to Customers

Product Recall

PRODUCT IMAGE

RETAILER **PRODUCT**
 Batch Code **CODE**
 Best Before End **DATE**

As a precaution, this product is being recalled, as a number of packs have been incorrectly filled with **ITEMS** which contain **ALLERGEN**. **ALLERGEN** which are not declared on the packaging, making the product unsuitable for anyone with an allergy to **ALLERGEN**.

Any customers who have an allergy to **ALLERGEN** should not consume this product but return it to **RETAILER** for a full refund.

We apologise for any inconvenience caused.

For further information, customers should call **RETAILER** Customer Services Department on **CONTACT DETAILS**.

End Date: **DATE**

RETAILER

PRODUCT RECALL

Allergen Issue - **ALLERGEN**

PRODUCT IMAGE

We have been made aware by our supplier that due to a manufacturing error the incorrect **PRODUCT** been used in 2 batches of this product. The **PRODUCT** contains **ALLERGEN** and as such will have the incorrect allergen information on the packaging.

Product Recalled

RETAILER/PRODUCT

Use by: **DATES**
 Batch Codes: **BATCH CODES**

What you should do
 Please return the affected products to store where a full refund will be given. No receipt is required.

RETAILER apologises to our customers for any inconvenience caused. If you require further details, please contact Customer Services directly on:
UK CONTACT DETAILS

Stimulus G– Examples of UK point of sale notices

Example of UK's Point of Sale Notifications

ALLERGY ALERT
[RETAILER] [PRODUCT], [PRICE]
[RETAILER] [PRODUCT] 6 pack, [PRICE]
[RETAILER] [PRODUCT], [PRICE]

Date codes: Up to and including [DATE]

Due to a labelling error, the above products do not have the correct allergen information on the label. The allergens present are:

[ITEM] containing [ALLERGEN]

We are asking all customers with an allergy or intolerance, to the above ingredients, not to consume this product and return it to their nearest store for a full refund.

No other [RETAILER] products are affected by this issue.

We apologise for the inconvenience this may cause and assure customers of our continuing commitment to the highest standard of product quality and safety.

BRAND

IMPORTANT SAFETY NOTICE!

BRAND Internal quality assurance checks have shown that a **LIMITED NUMBER** of **BRAND / PRODUCT** products may contain **SUBSTANCE**.

The company has identified a specific production period during which **BRAND / PRODUCT** and, as safety remains a top priority, **BRAND** our batch codes **PRODUCT/BATCH CODES** / **CODES** from sale.

At **production** everyone with a **BRAND / PRODUCT** in their fridges at home should **CHECK THE BATCH NUMBER** on the bottom of their tub to make sure its not affected and if it matches the batch numbers listed above, they **SHOULD NOT EAT** the product and, instead, we ask them to discard the product in the usual household bin.

PRODUCT consumers who believe they might have an affected tub of **PRODUCT** should call the folks at our Customer Careline on:

CONTACT DETAILS
 To find out how to receive a voucher for a replacement tub, please have the details written at the bottom of your tub ready.

TURN YOUR **PRODUCT** TUB UPSIDE DOWN - HERE'S WHERE YOU'LL FIND THE BATCH CODE ON YOUR **PRODUCT**

PRODUCT IMAGE

IMPORTANT NOTE: The four batch codes listed **CODES** / **BATCH CODES** are only for **BRAND** / **PRODUCT** available in the UK & Ireland. **BRAND** products across or the four batch codes listed are not affected.

BRAND takes great pride in the quality of **PRODUCTS** and the reputation of their creation station. Operating to the highest standards of quality assurance, everyone at **BRAND** is very sorry that a limited number of **BRAND / PRODUCT** failed to meet **expectations on this occasion**.

Stimulus G– Examples of UK point of sale notices

STIM H – Comparison of recalls across nations (A3 Print)

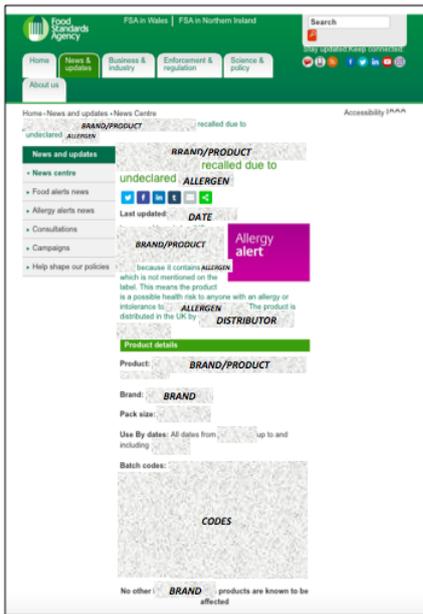
- o Hand out Stim H and give participants a minute to look at the materials and highlight/circle what they like and dislike (using same colours as with Stim G), then annotate with notes/bullets why they like/dislike it. Make it clear that these will be collected for analysis so ask them to write clearly to assure their views will count...
- o If time, repeat discussion as for Stim G using above prompts (or just feedback on one point each)

The image shows a screenshot of the Canadian Food Inspection Agency (CFIA) website. The main heading is "Food Recall Warning (Allergen) recalled due to undeclared ALLERGEN". The page is divided into several sections:

- Recalled products:** A table with columns for Brand Name, Common Name, Size, Codes on Product, and UPC. The content is redacted with "BRAND/PRODUCT" and "CODES".
- What you should do:** A section with instructions on handling recalled products and links to learn more about common food allergies.
- Background:** A section explaining that the recall was triggered by a recall in another country and that the CFIA is conducting a food safety investigation.
- Illnesses:** A section stating that there have been no reported reactions associated with the consumption of this product.
- Related recalls:** A section showing a list of related recalls, including one for "ALLERGEN" recalled due to undeclared allergens.
- More information:** A section providing a link to an online feedback form.
- Product photos:** A section with a link to order ready versions of photos, showing a redacted "PRODUCT IMAGES" area.

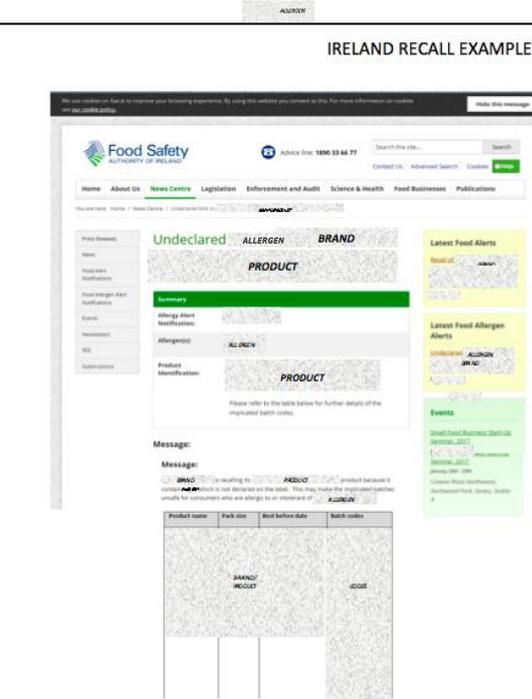
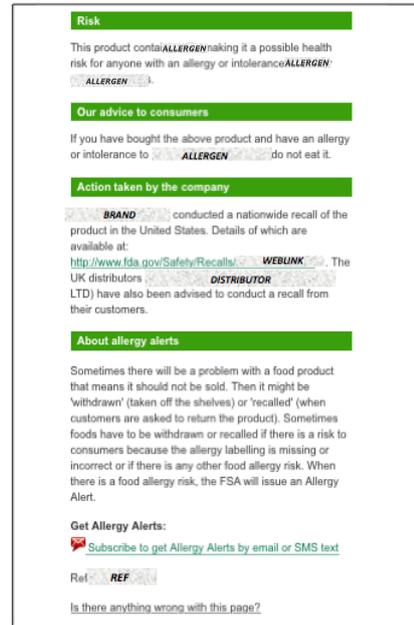
In the center of the screenshot, there is a grey box with the text: "Comparison of recalls across nations - Canada".

Stimulus H– Comparison of recalls across nations



Stimulus H– Comparison of recalls across nations

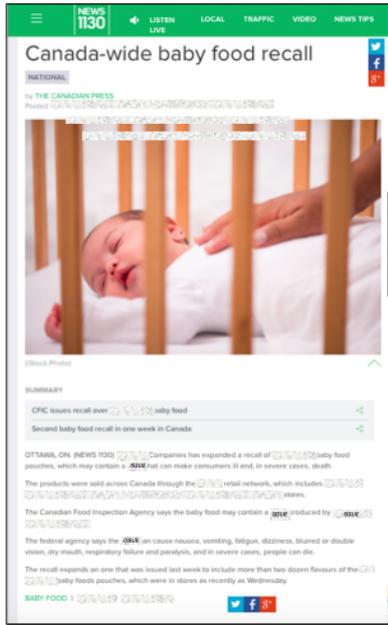
Comparison of recalls across nations – UK



Stimulus H– Comparison of recalls across nations

Comparison of recalls across nations – Ireland & USA





Stimulus H– Comparison of recalls across nations

Comparison across nations – online news Canada & press advert Australia

FOOD RECALL

BRAND/PRODUCT
– All best before dates up to and including the **DATE**

PRODUCT IMAGE

The product has been available for sale in **RETAILER** & independent retailers in NSW/ACT, QLD, VIC/TAS & WA.

Problem: The recall is due the presence of an undeclared allergen (**ALLERGEN**).

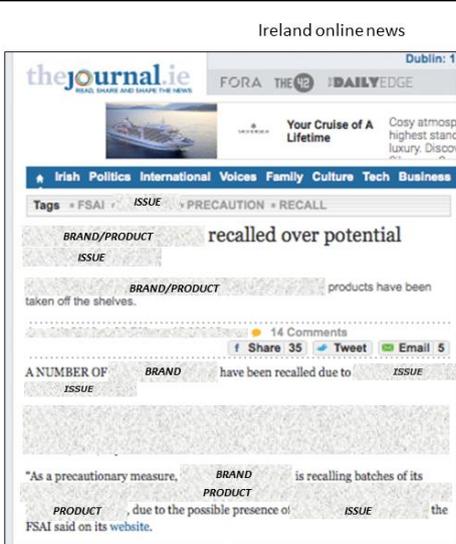
Food Safety Hazard:
Any consumers who have a **FOOD** allergy or intolerance may have a reaction if the product is consumed.

What to do:
Consumers who have a **FOOD** allergy or intolerance should not consume this product and should return the product to the place of purchase for a full cash refund. We apologise for any inconvenience.

Contact details: For further information contact **CONTACT DETAILS**

CONTACT DETAILS

See www.foodstandards.gov.au/recalls for Australian food recall information



Stimulus H– Comparison of recalls across nations

Comparison across nations – online news Ireland

Ireland online news cont.

PRODUCT IMAGES

FoodSafetyAuthority @FSAlInfo

#FoodAlert **BRAND/PRODUCT** products

WEBLINK DATE

Source: FoodSafetyAuthority/Twitter

The affected products, which come from the UK, are **PRODUCT** with best before date ranges from **DATES** **PRODUCT** with best before date ranges from: **DATES**

Recall notices will be displayed in all stores which were supplied with the affected batches, the FSAI said.

PRODUCT IMAGES

Source: www.fsai.ie

ISSUE can seriously affect older people, very young children and those whose defences are weakened due to a lowered immune system. In pregnant women, the infection can result in miscarriage, premature delivery, stillbirth or serious infection of the newborn.

<p>5.2 Co-creation</p> <ul style="list-style-type: none"> ▪ <i>Ask participants to now get creative. Based on all that they have seen and discussed so far, in two groups, design a dynamic and effective communication to alert consumers to a product recall.</i> ▪ <i>Note: we want this done from their – the consumers –perspective: want to know from where they would prefer to receive it and through which method of communication</i> ▪ Stim I a-b: True recall scenarios ▪ <i>Each group is given the following [true] scenarios:</i> <ul style="list-style-type: none"> ○ <i>Group 1: A [product] is recalled as a single pot from the batch may contain a small piece of [substance]</i> ○ <i>Group 2: A leading supermarket recalls its [product] due to [issue]</i> ▪ <i>Participants must consider:</i> <ul style="list-style-type: none"> ○ <i>Where should you communicate the message?</i> ○ <i>What should the content of the message be?</i> ○ <i>Who is the alert meant for?</i> ○ <i>Who should be communicating the recall?</i> ▪ <i>The two groups will each present their communication to the other group, explaining their rationale underpinning the communication (particularly want to know their design choices)</i> 	<p>13 min</p>
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Time to get creative!

Based on all that you have seen and discussed so far, your group should design a *dynamic* and *effective* recall notification to alert consumers to the following product recall:

A [product] is recalled as a single pot from the batch may contain a small piece of [substance]

Questions to think about:

- Where should you communicate the message?
- What should the content of the message be?
- Who is the alert meant for?
- Who should be communicating the recall?

Stimulus 1 – Scenario for Group 1

Time to get creative!

Based on all that you have seen and discussed so far, your group should design a *dynamic* and *effective* recall notification to alert consumers to the following product recall:

*A leading supermarket is recalling [product] due to **ISSUE** **ISSUE** on the packaging*

Questions to think about:

- Where should you communicate the message?
- What should the content of the message be?
- Who is the alert meant for?
- Who should be communicating the recall?

Stimulus 1 – Scenario for Group 2

<p>5.3 Communication review</p> <ul style="list-style-type: none"> ▪ From their own perspective (as consumers), which of these different approaches that they just produced do they feel is: <ul style="list-style-type: none"> ○ The best way of making them aware of a product recall and why ▪ If loyalty cards were not mentioned as a communication method, prompt. ▪ For allergy focus groups: If allergy organisations were not mentioned, prompt. ○ The best way of encouraging them to act on the recall and why ▪ If loyalty cards were not mentioned as an incentive method, prompt. ▪ For allergy focus groups: If allergy organisations were not mentioned, prompt. ▪ From all the approaches shown today, which are their favourites? And why? <ul style="list-style-type: none"> ○ Which of those are most/least likely to be ignored? Why? ○ What would encourage them to return recalled items (e.g. rather than destroy them at home), information, an incentive...? ○ <i>If someone says they would still eat it probe for reasons</i> ▪ Would they combine any to create an overall 'best' message? ▪ Where would they want to see this information? (<i>Spontaneous then probe</i>) <ul style="list-style-type: none"> ○ Supermarket at tills ○ Supermarket in relevant aisles ○ Social media – Twitter/Facebook ○ Other 'point of sale' locations (where?) ○ FSA website ○ Other websites (which?) ○ Local Authority (where? How?) ○ News – Radio/TV/Online ○ Advice from GPs/others (or visible in GP surgeries) ○ Via email/text message (e.g. because they shopped online, loyalty card member, etc.) ▪ Where would they <i>look for</i> this information? Where would they actively seek it out? ▪ Finally, [<i>if this has not been clarified, confirm</i>], while such information does not only come from one source, if they had to choose one, which source would they prefer information to come from: retailer, government, food manufacturer or another source (if so, what)? Why? And by what method of communication? 	<p>10 mins</p>
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Recent Twitter Screenshots - FSA (optional)



Recent Twitter Screenshots - FSS (optional)

6. Thank you and close (2mins)

- Any final comments?
- Check they understand how incentive cards work
- Thanks and close

2 mins

b) Phase 3b – Public online forum (qualitative)

Activity Guide

1. Welcome to the forum (3 mins)

1.1 Introduction text	Approx. timing
<p>Hello and welcome to this online forum!</p> <p>Welcome to the forum and thank you for taking part. It's great to meet you and we look forward to chatting with you over the next few days! 📧 To introduce ourselves, this research is being conducted by Kantar Public – an independent research agency– on behalf of the Food Standards Agency and Food Standards Scotland (FSA and FSS).</p> <p>This online forum will last for 5 days. It will close at [time] on 12.05.2017. There are xx activity groups in total, which you can complete at a time most convenient to you during this period. However, we do require that you log in on <u>at least three</u> different days so that you can reply to our follow up questions. The research should take a total of approximately 90 minutes to complete.</p> <p>As you go through the online forum you will see that some questions are 'private' and some questions are 'public'. The answers you give to 'private' questions can only be seen by us - the research team. The answers you give to the 'public' questions can be seen by other participants. Where possible, we encourage you to comment on other people's answers and to interact with one another.</p> <p>Participation in the forum is voluntary and you can stop participating at any time. You do not have to answer any of the questions if you do not feel comfortable or able to. Participation is also confidential and anonymous. Please feel free to use anything as your screen name in the forum. We will not pass your name or details on to the FSA or FSS. The findings will be reported anonymously and your name will not be used in the report. The information will be used for research purposes only.</p> <p>Our team will be in touch after the research finishes to arrange the £50 payment to everyone who has logged in on three separate days and responded to <u>all</u> of the activities.</p> <p>Please be reassured that this is not a test and there are no right or wrong answers – it's all about your views and experiences!</p> <p>If you have any questions about the research please contact [name] on [email address] or [telephone number]. If you experience any technical issues, please contact the platform directly. We're looking forward to your posts!</p> <p>[name] and [name] at Kantar Public ☺</p>	<p>3 mins</p>

2. Introductions (5 min)

<p>2.1 Intro questions</p> <p>[OPEN TEXT RESPONSE]</p> <p>[PRIVATE]</p>	<p>Approx. timing</p>
<p>First, it would be great for us to get to know you better. So please, could you tell us a little bit about yourself?</p> <ul style="list-style-type: none"> o Who you live with – e.g. a partner and/or children (if children, how many and what are their ages) and who usually does the shopping? o Where do you buy your main weekly shop (e.g. a big supermarket, your local shop, or online) and where do you do any top-up shops? o Do you or anyone in your household have any food allergies? (if yes, who and what?) 	<p>3 min</p>

3. Activity: Your experience with food recalls (25 min)

<p>3.1 Some quick questions about your food recall experience</p> <p>[FILL IN THE BLANK]</p> <p>[PRIVATE]</p>	<p>Approx. timing</p>
<p>You told us in our recent survey that in the last 12 months you saw a food recall notice that was relevant to a product you had bought. In this activity we would like to hear a bit more about this food recall experience.</p> <p>To start, it would be great if you could tell us some things about your food recall experience</p> <ul style="list-style-type: none"> o The food item that was recalled was _____. o I bought the food from _____. o The food recall happened in (month and year) _____. o The food was recalled because _____. <p><i>If you've experienced multiple recalls, please pick the most memorable. If you can't remember let us know in the spaces above.</i></p>	<p>2 min</p>
<p>3.2 Overall Satisfaction with your food recall experience</p> <p>[SATISFACTION SCALE]</p> <p>[PRIVATE]</p>	<p>Approx. timing</p>
<p>Before you go into detail, let us know how satisfied you were with your recall experience.</p> <p>Very Unhappy to Very Happy</p>	<p>1 min</p>

<p>3.3 Mapping your recall journey</p> <p>[IMAGE ANNOTATION]</p> <p>[PRIVATE]</p>	<p>Approx. timing</p>
<div data-bbox="178 416 1262 1032" data-label="Image"> </div> <p>Please use the image above to tell us about your food recall journey. Use the icons to mark important moments and tell us details about what happened, and what you were thinking and feeling.</p> <p><i>[MINIMUM NUMBER OF FIVE PINS OVERALL]</i></p> <ul style="list-style-type: none"> ○ Please use the black icons to tell us about the key moments in your journey, commenting e.g. on <ul style="list-style-type: none"> ● When and how you found out about the food recall? ● what you did with the food item? Why? ● How you decided what to do with the food item? Why ○ Please use the green icons to tell us what you think went well and the red icons for what could be improved. Don't forget to tell us everything about <ul style="list-style-type: none"> ● Whether you think the recall notice reached you easily (or whether you had to search for it). ● Whether all the necessary information was provided. ● Whether you knew what you were supposed to do with the food item. 	<p>8 min</p>

<p>MODERATOR PROBES:</p> <ul style="list-style-type: none"> • <i>Make sure to ask for details on all the relevant parts of the journey detailed above.</i> • <i>Make sure we get detailed information on how they found out about the food recall and what made them act in response to it as they did.</i> • <i>If participant had returned a product what was the experience like? Would they [be likely to?] do the same thing next time? How could it be improved/what made it easy?</i> • <i>Would they [be likely to?] act the same or differently in the future? Why?</i> 	
<p>3.4 Time to discuss: what changed after your food recall experience?</p> <p>[OPEN TEXT RESPONSE]</p> <p>[PUBLIC]</p>	<p>Approx. timing</p>
<p>Until now, it's just been you and us. Now we'd like you to talk with each other. Please draw on your personal experience of recalls and engage with your fellow forum members (and we might also chip in at some point 🗣️). Just remember, there are no right or wrong answers, we are interested in your personal experiences and views!</p> <p>TASK: [Open text public discussion]</p> <p>Have your views towards food recalls changed since your experience? Why or why not?</p> <p>TASK: [Image markup – (scenarios will be on an image) public]</p> <div data-bbox="172 1240 1275 1800" style="border: 1px solid black; padding: 10px;">  Since her recall Anna now checks the notice board at her local supermarket for recall notices when she enters. It's become part of her routine.  Paul found glass in a pot of yoghurt and no longer eats yoghurt.  Dan has a peanut allergy. Since having had a reaction to a mislabelled curry containing nuts, he subscribed to an allergy alerts service.  Gurprit purchased a bag of salad which was recalled due to a Salmonella risk. She had already eaten the salad when she heard about the risk, but didn't get sick. She probably would have eaten it anyway, even if she knew about the risk before.  After getting an email from her online supermarket about a recall, Lindsay subscribed to the FSA Twitter account in case a product she buys in store is recalled. </div> <p>We've got a few scenarios outlining different attitudes and behaviours towards recalls. Use the pins to annotate and tell us your thoughts on their situation. Comment on at least one other</p>	<p>5 min</p>

<p>person's pin to get the discussion started 📌</p> <p><i>MODERATOR PROBES:</i></p> <ul style="list-style-type: none"> • <i>Would views on Twitter be different for other forms of social media/SMS/email alerts?</i> 	
<p>3.4 Time to discuss: What do you think about the classification system?</p> <p>[OPEN TEXT RESPONSE]</p> <p>[PUBLIC]</p>	<p>Approx. timing</p>
<p>In some other countries, the equivalent to the Food Standards Agency have a classification system. This means that food recalls are classified into one of three classes of incident.</p> <p>Thinking back to your own food recall experience, please tell us what you think about this type of approach? Do you think it would be helpful if food recalls were grouped into these types of categories? Or would it maybe make it more confusing for consumers?</p> <p>[DRAG AND DROP RESPONSE]</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>Class I incident - <u>reasonable probability</u> that product use will cause <u>serious adverse</u> health consequences → e.g presence of E.coli in product</p> </div> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>Class II incident - <u>remote probability</u> that product use will cause <u>adverse</u> health consequences → e.g. chemical taint not likely to be harmful but could cause minor, short-lived adverse effects</p> </div> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>Class III incident –product use will <u>not cause adverse</u> health consequences → e.g quality related issues or mislabelled product</p> </div> <p>Here is a list of actions. Please drag and drop what you would do for the three classes of incidents. [INCIDENTS WILL BE 'GROUPS']</p> <ul style="list-style-type: none"> • <i>Return food to point of sale?</i> • <i>Throw it away?</i> • <i>Eat product despite the recall notification?</i> 	<p>5 min</p>

<ul style="list-style-type: none"> • <i>Do nothing?</i> <p>[OPEN TEXT]</p> <p>Tell us a little more about why you would do this. Why did you sort them like you did?</p> <p>Again, please make sure to talk to each other (and us) 🗨️</p> <p>MODERATOR PROBES:</p> <ul style="list-style-type: none"> o <i>What is good/not so good about it?</i> o <i>If this [type of approach] had been used, would it have enabled you to make a more informed decision?</i> o <i>Would it have changed your response to the recall?</i> o <i>For each classification, ask participants to say what they would do with the product they had at home.</i> <ul style="list-style-type: none"> • <i>Return food to point of sale?</i> • <i>Throw it away?</i> • <i>Eat product despite the recall notification?</i> • <i>Do nothing?</i> 	
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4. Activity: Communication of food recalls (20 min)

<p>4.1 Let's have a look at some actual food recalls</p> <p>[OPEN TEXT RESPONSE]</p> <p>[PUBLIC]</p>	<p>Approx. timing</p>
<p>[PROVIDE THREE OF THE EXAMPLES OF ACTUAL FOOD RECALLS- FSA SUGGEST WHICH THEY PREFER]</p> <p>Examples to include:</p> <ul style="list-style-type: none"> o Chemical contamination e.g. [brand] [product] o Food poisoning e.g. [issue] in [product] or [issue] in [product]; o Allergens e.g. [allergen] that is not mentioned on the label in '[product]' 	<p>7 min</p>

Chemical
contamination:
[**BRAND/PRODUCT**]

Stimulus C- Food recalls

RETAILER

CUSTOMER INFORMATION

BRAND/PRODUCT

PRODUCT IMAGE

RETAILER is recalling **BRAND/PRODUCT**
300g, Best Before Date **DATES**
only.

If you have bought the above product, do not eat it. Instead,
return it to **RETAILER** for a full refund.

Other **BRAND** products are not affected by this recall.

Any customers with queries or concerns can contact
Customer Services on **CONTACT DETAILS**

R. 20.03.17

Allergens
(**ALLERGEN**):
[**BRAND/PRODUCT**]

Stimulus C- Food recalls

ALLERGEN ALERT

Undeclared **ALLERGEN**
in **PRODUCT**

PRODUCT IMAGE

Date Code: **DATES**
Price: **PRICE**
Barcode: **BARCODE**

What's happened?
It has come to our attention that **PRODUCT** as
detailed above contains **ALLERGEN** which is not declared in the ingredients.

What you should do?
If you have purchased **PRODUCT** please bring
it back to your nearest store where you will be given a full refund. You do
not need your receipt.

We are very sorry for any inconvenience caused. If you would like any
further information please contact:
BRAND Customer Relations **CONTACT DETAILS** or email
CONTACT DETAILS

Food poisoning:
[**PRODUCTS**]

Stimulus C- Food recalls

RETAILER

PRODUCT RECALL

Various **PRODUCTS**

Item Code	Product Description	Use By
PRODUCT CODES	PRODUCTS	DATES

Routine testing has identified the possible presence of
ISSUE in a small number of packs of the above
products.

As a precautionary measure, we are asking all customers
who have bought this product not to use it, and to return it to
their nearest **RETAILER** where they will receive a full
refund.

No other products or date codes are affected by this issue,
and we apologise for the inconvenience this has caused.

Display until: **DATE**

<p>Above are three examples of food recalls. Maybe you have seen some of these in the store? Keeping in mind your own experience of food recalls, please tell us what you think works well and what does not work so well (please comment on content and presentation).</p> <p>MODERATOR PROBES:</p> <ul style="list-style-type: none"> o Ask them to comment on: <ul style="list-style-type: none"> ● Language and tone ● Amount of text ● Formatting and organisation of text ● Use of images and colour o Is the information included helpful and sufficient? If not, what else could have been included? Do they think the message helps them understand the risk, i.e. makes it easier to understand? o How would they respond to each? o What do they like/dislike? Note any cause for confusion. o Probe specific aspects of the messages, e.g. preference for % or numbers, impact of level of severity etc. o How would they respond to the messages? I.e. would you throw the item away, take it back to the shop, eat it, do nothing? o How can the effectiveness of these messages be improved? 	
<p>4.2 Just between you and us: which one is the best?</p> <p>[RANK]</p> <p>[PRIVATE]</p>	<p>Approx. timing</p>
<p>Which of the recalls you just saw do you think is most effective in giving you relevant information and helping you to make an informed decision about how to act/respond, and why?</p>	<p>1 min</p>
<p>4.3 How are food recalls communicated?</p> <p>[OPEN TEXT RESPONSE]</p> <p>[PUBLIC]</p>	<p>Approx. timing</p>
<p>[PROVIDE FOUR EXAMPLES: WE SUGGEST CANADIAN NEWS STORY, FSA TWITTER, OZ PRINT MEDIA NOTICE AND UK POINT OF SALE NOTIFICATION]</p>	<p>7 mins</p>

Above are four different ways in which food recalls have been communicated to the public in the UK and abroad (so they may be new to you!) through online news, via twitter, in print media and at the store itself. Other examples could include: the FSA/FSS webpages, email/text notifications, online shopping websites.

Keeping in mind your own experience of food recalls, please tell us what you think works well and what does not work so well. Also, tell us about other great ways you think food recalls could be communicated.

MODERATOR PROBE:

Also probe for

- *Where should you communicate the message?*
 - *Supermarket at tills*
 - *Supermarket in relevant aisles*
 - *Other 'point of sale' locations (where?)*
 - *News – Radio/TV/Online*
 - *Social media – Twitter/Facebook*
 - *FSA website, other websites (which?)*
 - *Local Authority (where? How?)*
 - *Via email (e.g. because they shopped online, loyalty card member, etc.)*
 - *Via SMS*
 - *Display in GP surgeries or libraries*
- *Would they react differently to information through these different channels? E.g. would they take a food recall communicated via [broadcaster] news more seriously than one they found out about on social media?*
- *What should the content of the message be?*
- *Who is the alert meant for?*
- *Who should be communicating the recall?*

5. Activity: Let's imagine if... (20 min)

5.1 Two food recall scenarios	Approx. timing
<p>Let's imagine two food recall scenarios:</p> <ul style="list-style-type: none"> ▪ <i>If I had bought a food item from my local corner shop and learnt from [broadcaster] News that this product was being recalled because it contained Salmonella that could cause food poisoning, I would...</i> ▪ <i>If I had bought a food item from a big supermarket chain and heard on social media that this product was being recalled because it contained Salmonella that could cause food poisoning, I would...</i> <p>So...what would you do?</p> <p>Again, please engage with your fellow forum members' answers and our follow-up questions. As before, there are no right or wrong answers. We are simply interested in your personal experiences and views 🗨️</p> <p>MODERATOR PROBES:</p> <ul style="list-style-type: none"> ▪ <i>Ask what factors they considered when answering?</i> ▪ <i>Probe on</i> <ul style="list-style-type: none"> ● <i>impact of risk</i> ● <i>the source of the message</i> ● <i>the source of the product or where purchased</i> ● <i>the price of the product</i> ▪ <i>Ask how they could be incentivized to return food to point of sale or throw it away</i> ▪ <i>Would your opinion/thoughts/actions be different if the product was recalled for a different reason? For example being recalled because of possible food tampering (deliberate contamination)</i> <p>FOR THOSE WITH ALLERGIES ONLY:</p> <ul style="list-style-type: none"> ▪ <i>If I had bought a food item online and received an email that it was being recalled because allergens (e.g. milk) were not mentioned on the label, I would....</i> 	<p>15 min</p>

6. Activity: Let's chat (15 min)

<p>6.1 Final discussion</p> <p>[OPEN TEXT RESPONSE]</p> <p>[PUBLIC]</p>	<p>Approx. timing</p>
<p>Here are four final questions we would like you to talk about. Again, please draw on your personal experience of recalls and engage with your fellow forum members (and us). As usual, there are no right or wrong answers; we are interested in your personal experiences and views!</p> <ol style="list-style-type: none"> 1. Thinking about the (adult) person you know that you think would be least likely to hear about food recalls - why is this and how could they be reached? 2. What information do individuals need to make informed choices about their response to food recalls? 3. What would encourage the public to return a recalled food item? 4. Which channels would be most effective for communicating food recalls to the public? 	<p>15 min</p>

7. Thank you and goodbye (2min)

<p>7.1 Thank you and goodbye</p> <p>[PROMPT]</p>	<p>Approx. timing</p>
<p>Thank you and goodbye!</p> <p>Thank you so much for taking the time to participate and share your experiences and views with us.</p> <p>You'll have seen that over the last week we've been asking you questions about your answers here and there, trying to find out a little more detail or clarifying certain points. If possible, please could you check back over your responses to make sure you've answered all of these?</p> <p>Thank you again for all your hard work on this forum; it's been great speaking to you through all the discussions and hearing about your experiences and views.</p> <p>Our team will be in touch to arrange the £50 payment to everyone who has logged in on at least 3 occasions and responded to all of the activities.</p>	<p>2 min</p>

Appendix E: Phase 3a Examples of co-creation activity

