Alliance for Recall Ready Communities

Charter Document

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www.recallreadycommunities.org

The Alliance for Recall Ready Communities Concept

Introduction

Over the past 30 years, despite meaningful efforts from both industry and regulators, recall response has not kept pace with advances in technology and distribution. The barrier hasn't been a lack of will—it's been the absence of a coordinated approach, with supply chain partners operating from a shared plan and standardized data. That's the foundation of what we call a **Recall Ready Community**.

Today, recalls are still treated as the responsibility of individual companies. Mock recalls are often isolated, static exercises that do little to strengthen collaboration across the supply chain. When a real recall occurs, the result is often crisis mode: miscommunication, delays, and fragmented execution that put both consumers and brands at risk.

Without practice across trading partners or clear standards for information-sharing, recalls become slower, more error-prone, and more costly—both financially and in public trust. The way we communicate across the supply chain has changed dramatically; the recall process must evolve with it.

What's needed now is a common-sense, modern approach—led by industry and in consultation with regulators—that uses standardized data and shared simulations to create connected, proactive recall systems. This approach will unite supply chains into Recall Ready Communities, and in so doing, bring about a global Recall Ready Community.

Vision

Our vision is a practical approach to recalls managed as a collective effort within a community or supply chain.

Mission

We seek to define a model for proactive, connected recall processing that includes sharing standardized data and practicing through simulations in order to normalize new best practices in recall readiness. Our vehicle to achieve this is the establishment of the Alliance for Recall Ready Communities that brings together a wide spectrum of stakeholders, including supply chain representatives, industry organizations, government and compliance agencies, insurance companies, and more.

Recall Ready Community Model

The Recall Ready Community Model provides supply chains with a blueprint for more connected, efficient, and effective recalls.
Use of the recommendations will vary based on supply chain structure and company operations, allowing for flexibility in implementation while ultimately supporting the development of Recall Ready Communities.

Data: A universal Recall Data Set that is used to execute recalls. The Recall Process defines how the Recall Data Set is implemented, and the Recall Simulation uses practice to ensure accuracy. Companies may not need to use the Recall Data Set in its entirety depending on the scope of a recall or the product specifics.

Process: The Recall Process provides a framework for executing recalls that starts with decision-making procedures and extends through reporting and end-of-event evaluation. Companies may apply areas of the Recall Process differently based on their position in the supply chain.

Simulation: The Recall Simulation shows companies how to practice executing all areas of the Recall Process with their supply chain. A company's position in the supply chain will determine the role they play (e.g., a manufacturer initiates the exercise while the retailer participates in their supplier's event).

Recall Ready Communities implement the Recall Process using the Recall Data Set, having practiced and refined with the Recall Simulation—resulting in fast, accurate, effective recalls when needed. End-of-event procedures should include evaluation that identifies needed adjustments to the Community's Recall Process, that they then practice in resulting Recall Simulations.

Stakeholder Support for Building Recall Ready Communities

Our Alliance is open to all interested stakeholders who are committed to working together to make our Vision and Mission a reality. We seek to engage new stakeholders and affiliates in our mission, encouraging them to embrace the principles of recall readiness and contribute to our collective effort.

We invite participation from industry organizations, government agencies, and compliance bodies to support and promote the concept of the Recall Ready Community. By fostering industry-wide adoption, we aim to create a global model for recall readiness that transcends boundaries and ensures the safety of consumers worldwide.

By pursuing these objectives collaboratively, the Alliance for Recall Ready Communities is poised to revolutionize the recall landscape, making it safer, more efficient, and better prepared for the challenges of the modern world. Together, we can achieve a recall ready future where communities are resilient in the face of product recalls.

Steering Committee:

The Alliance is co-chaired by three seasoned food safety experts, providing a breadth of expertise and experience in both the recall process and food safety initiatives across the industry. Each works closely as a liaison for one of the three work groups.

Gillian Kelleher is a food safety and quality leader with a career spanning more than four decades in the food industry.   She oversaw Wegman's Food Safety and Quality Assurance Programs for more than 20 years.

Roger Hancock is the President & CEO of Recall InfoLink with 20+ years of experience in recall process management.

Dr. Darin Detwiler is a food policy expert with 25+ years of experience influencing federal policy, advising industry, and publishing widely. He serves as Associate Professor and Assistant Dean at Northeastern University.

Workgroup Leads:
Supply Chain Process
     Allison Jennings, Vice President, Food Safety & Quality Assurance, Meijer
     Adam Johnson, SVP Enterprise Solutions, Ecolab
Standardized Data
     Rishi Banerjee, Sr. Director Smart Label, Consumer Brands Association
     Amin Mohadjer, Chief Technology Officer, Recall InfoLink
Modernized Simulation
     Amy Philpott, Industry Consultant, Philpott PR Solutions
     Patrick Guzzle, VP Food Safety, National Restaurant Association

Advisor:
Sharon Natanblut, Policy/Communications Consultant, former FDA official

Director:
Manna Morales, Director of Communications, Recall InfoLink

Member Organizations:

Albertsons	National Grocers Association
American Frozen Food Institute	National Restaurant Association
American Spice Trade Association	Nestle
AFDO	North Bay Produce
Consumer Brands Association	Offshoot Brands
Detwiler Consulting	Philpott-PRSolutions
Ecolab	Recall InfoLink
Fiji Water	Safe Quality Food Institute
International Fresh Produce Association	Starfish
International Dairy Foods Association	STOP Foodborne Illness
Intertek Alchemy	The Acheson Group
Kelleher Consultants	Trustwell
Kroger	URM Wholesale
Meijer	Wegmans
MR Manning Resource LLC	Western Growers Insurance
National Association of Convenience Stores	

Antitrust Statement

The Alliance for Recall Ready Communities is committed to full compliance with antitrust laws. Members must not discuss or exchange information related to pricing, costs, customer terms, market allocation, or any other topic that could be viewed as limiting competition. All participation must support our shared mission without restricting individual business decisions or market behavior.

Conflict of Interest Statement

The Alliance for Recall Ready Communities is committed to being a collaborative and inclusive initiative where all contributions are made in good faith. Members are expected to act in the best interest of the Alliance's mission. If a member has a personal or professional interest that could influence their contributions, it should be disclosed. Transparency helps ensure that all work remains objective, fair, and trustworthy.

The Alliance for Recall Ready Communities Work Plan

Key Objectives

1. Identify a Recall Process Model that Connects the Supply Chain:

We will create a recall process model that addresses all parts of the supply chain. This objective includes developing a framework that ensures recall readiness practices are consistent and integrated across all stages of the supply chains.

2. Define a Standard Data Set for Recall Information:

We will establish a standardized data set for recall information. We recognize the critical need for consistency and clarity in the data shared during recalls. By defining data and format, we aim to streamline information exchange, ensuring that all stakeholders have access to accurate and uniform data.

3. Promote Modernized Recall Simulations:

We will promote the use of modernized recall simulations that replicate real-world recall scenarios, go beyond traditional "mock recalls" that serve primarily as trace-back exercises, and allow stakeholders to practice and refine their response strategies. This approach ensures that our members are well-prepared for recall incidents.

Identified Work

- Finalize the Recall Ready Community Model that includes a Recall Process framework, a Recall Data Set, and Recall Simulation guide.
- Create strategies for implementing the Recall Ready Community Model across sectors of trade and supply chains, drawing on the expertise of industry leaders and recall specialists.
- Develop measures of success to evaluate the implementation of the Recall Ready Community Model.

Timeline

The Alliance was established in 2023. The workgroups are expecting to complete their deliverables Fall 2025 and begin promoting industry implementation throughout the rest of 2025 and 2026.

Workgroups

The three workgroups work together to build a structured and coordinated approach to Recall Readiness. Each group plays a distinct role, but their work is closely interconnected to ensure effective recalls. All groups include a focus on implementation in their work, providing direction on how the Recall Data Set, Recall Process, and Recall Simulations should be effectively used to create Recall Ready Communities.

Data

Defines a universal Data Set that ensures consistency across the supply chain. Receives input from the Process group on necessary data fields, and provides guidance to the Process and Simulations groups on how the Data Set should be integrated into recall operations.

Simulation

Creates a guide for how real-world Recall Simulations should be conducted, including how supply chain partners should practice recalls together, recognizing that each company plays a different role in the process. Provides input to the Process and Data groups on implementation of recall procedures.

Process

Identifies all areas that should be included in a comprehensive Recall Process and develops a framework for how recalls should be managed across stakeholders. Works with the Data group to determine the best way to implement the data set and collaborates with the Simulations group to incorporate process considerations based on real-world practice.

Q&A

How will this Alliance work with FDA, USDA, and state regulatory bodies?

- In the time leading up to the development of this Alliance, we have been in regular contact with the FDA to discuss the need for modernizing the recall process through standard and technologically advanced solutions.
- Now, working together as an Alliance, we seek to build on our relationship with the FDA to ensure that our efforts can enhance and be consistent with those of the agency, and to encourage the FDA to be at the table with us.
- Our intention is to connect further with USDA and state regulatory agencies.

How does the work of this Alliance build on the work others are doing, such as the Stop Foodborne Illness group and AFDO?

- We recognize and fully support the work of the Stop Alliance and the Association for Food and Drug Officials.
- Our Alliance is focused on improving the technical and business aspects of the recall process for removing recalled products from all levels of the supply chain in order to protect public health, primarily through FDA & USDA processes.

What's the difference between this and previous work on recall data standardization?

- ● Previous work on recall improvement focused on company activities and produced modest gains in companies ability to recall products from sale. This work addresses the gaps between companies that occur between companies in the flow of information to effect removal of products from the supply chain up to and including consumers' pantries.