Food Recall in Korea

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What is recall?

Recall Situations

- Routine testing by firm
- Inspection by regulatory authority
  - Violation of Food safety standard etc.
- Reporting of a problem with imported food
- Manufacturer’s decision to fit for its purpose

Recall

- An appropriate alternative method for removing marketed consumer product,
  - as a result of self-inspection by firm,
  - a violation of the laws administered by the Korean Food and Drug Administration

Recall Initiation

- Voluntary recall
  - Firm noticed its violations as a result of self-inspection
- Request by KFDA
  - When firm responsible do not undertake recall on its own
  - Problems occur during on-site inspection
  - Investigation authority found risky factor in food provided by collection authority
- Mainly initiated by KFDA
Recall process

1. Recall announcement
   - KFDA’s website, newspapers
     - Title of recall activity & Reason for recall
     - Brand and product name, Lot No.
     - Production dates and shelf life
     - Details of manufacturer : telephone number, address etc.
   - Publish in a daily newspaper
   - TV subtitle advertisement, SMS Text

2. Recall monitoring
   - Check on going recall activities

3. Recall termination
   - Firm reports the recall results
     - based on it’s initial recall plan, amount of uncollected products

4. Recall verification
   - Effectiveness check
     - firm’s communication system with their dealer

5. Corrective action and preventive action
   - The cause of the recall, and disposal etc.

Disposal of Recall product

- Discard of recall products
  - Secure objective evidence. e.g. photos of disposal scene
- Return of recall products
  - Send recall products back to exporting countries
- Conversion for use other than food
  - e.g. animal feed or fertilizer

Firm’s duty

- The firm report result of recall to KFDA or regional office
  - Date of announcement
  - Media to which announcement through
  - Number of announcement performed
  - A copy of announcement and its contents
  - Proper Disposal of recall product

Urgent Notification System

- Unfit food’s details are notified to Urgent recall center
  - e.g. firm’s details, inspection history and reason for recall etc.
- Then the center propagates the message via the system to:
  - related organizations and retail stores across the nation
  - mid/small-sized distributors, retailers nationwide
Urgent Notification System

Sales Ban System
- Recall products are blocked by POS data system
  - Related organizations and retail stores across the nation
  - Mid/large distributed distributors, retailers nationwide
    - POS is the place in a shop where a product is passed from the seller to the customer

Challenges in recall enforcement

Recall Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Recall Products</th>
<th>Result (%)</th>
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<tbody>
<tr>
<td>2005</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>106</td>
<td>&gt;40%</td>
</tr>
<tr>
<td>2008</td>
<td>227</td>
<td></td>
</tr>
<tr>
<td>2009 (1/4)</td>
<td>74</td>
<td></td>
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</tbody>
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High turnover rate of food
- Short-term distributed products take up majority of recall
  - Account for 42.5% of total recall cases in Korea
    - KFDA Statistics (05-07.6)
    - E.g. Kim chi, seafood

Complicated distribution channel
- Small and medium enterprises (SMEs) and importers take up the majority of recall
  - Vulnerable distribution channel
    - Manufacturer (207, 172), restaurants (718, 092) nationwide
- Difficulties of product tracing in companies
  - Distribution channels with many stages
    - Manufacturer → 1st wholesaler → 2nd wholesaler → retailers
Other issues

- Firm’s concerns over decline in their image due to recall
  - Call for easing criteria on announcement to media

- Consumer has a right to know the result of recall
  - Release the recall statics officially?
  - Just focus on identifying the exact cause of recall and recall statics is not announced officially?

Summary

- KFDA makes an effort to ensure that consumer warned about hazardous products ubiquitously
- We develops Sales Ban system for liaison between headquarter and District, and POS data system for blocking hazardous food on-site of purchase
- We understand firm’s concerns over decline in their image due to recall, so the recall strategies must be set up in a considerate way