

Food Recall in Korea

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Overviews

- ❖ What is recall and how it runs in Korea
- ❖ Electronic system for urgent recall
- ❖ Obstacles in recall activity

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What is recall ?

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



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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 it's purpose



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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

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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





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Recall process

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.

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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





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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



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Electronic system for Urgent recall



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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

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Urgent Notification System

(8,771 shops are available now and expand to 100,000 by 2011)

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Sales Ban System

- ❖ Recall products are blocked by POS data system
 - Related organizations and retail stores across the nation
 - mid/small-sized distributors, retailers nationwide
 - POS is the place in a shop where a product is passed from the seller to the customer

POS data system in retail shop

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Challenges in recall enforcement

Recall Statistics

Year	Number of Recall Products	Result (%)
2005	84	
2006	45	
2007	106	> 40%
2008	227	
2009 (1/4)	74	

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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

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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

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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

