

MEDIA RELEASE



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NEW RECALL & WITHDRAWAL PROCESSES

Efficient Consumer Response Australasia has announced major improvements to the way food and grocery product recalls and withdrawals are to be undertaken in Australia and New Zealand.

The improvements include a new, standardised electronic form for notifying all relevant information to retailers, wholesalers and government agencies.

“Suppliers, retailers and consumers will all benefit,” says Harris Boulton, Manager of ECR Australasia.

“These new processes will greatly improve the ability of manufacturers and retailers to manage recalls and withdrawals more effectively and quickly.

“The electronic notification form, in particular, will enable suppliers to save valuable time and effort by having to key in essential information, such as product details and contacts, only once.

“In the past, suppliers have had to follow different processes and complete separate notification forms for each of the major retailers, wholesale customers and the regulatory agencies. This was resulting in data errors, significant cost and delays,” Mr Boulton says.

The new form also has been designed to facilitate the download of product information from EANnet. This reduces the scope for error, improves efficiency and cuts costs for suppliers, retailers and wholesalers.

“ECR Australasia undertook a review and standardisation of procedures following the increased number of product recalls and withdrawals as a result of major changes to food regulations,” Mr Boulton says.

“Suppliers and retailers in Australia and New Zealand share a commitment to protect the health and safety of consumers, and this enabled us to work together to agree on a more effective and timely way of conducting product recalls and withdrawals.”

All the major food and grocery suppliers, retailers and wholesalers will adopt the new procedures on Monday 16 January 2006.

A package of materials for use by all trading partners is now available from the websites of the Australian Food and Grocery Council (www.afgc.org.au) and the New Zealand Food and Grocery Council (www.fgc.org.nz).

For further information, please contact Harris Boulton on 02 6273 1466.

ECR Australasia is an initiative of suppliers and retailers in Australia and New Zealand. It is supported by the AFGC, the NZFGC and their members, as well as the major retailers and wholesalers, in its objective to help trading partners work together for total customer satisfaction.