



Preliminary Recall Effectiveness Survey

COMPANY NAME: _____

ITEM	QUESTIONS	RESPONSES
1.	What is your business? (Processor, Wholesale, Distribution Center, Importer, Food Service, Vending, Retail, etc.)	
2.	Were you notified of the Recall? (Y/N)	
3.	Did you distribute this product in CA? (Y/N)	
4.	Is your business "Direct Store Delivery" (distributing this product directly to point of sales (POS) or point of consumption (POC) and stocking store shelves)? (Y/N)	
5.	Did you voluntarily recall the product? (Y/N) If Yes, will you send us a copy of the recall notice? If No, what are your plans for notifying customers?	
6.	Have you notified your customers?(Y/N) If Yes, how were they notified (E-mail, fax, phone, face to face visit) If No, what are your plans to notify customers?	



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7.	What types of customers do you service? (Retail, restaurants, distributors, wholesalers, foodservice, schools, etc.)	
8.	Are there any major grocery store chains you have sold the product to e.g., Safeway, Raley's, Wal-Mart, etc.)	
9.	Does Your Company Sell this product on the Internet? (Y/N) If Yes, did you post a recall notice on your website to alert customers?	
10.	Do you distribute to a company (ies) who distribute to "dot com" companies?	
11.	Did you change product in any way? (repacked, relabeled, different lot #) (Y/N) If yes, how did you change the product?	
12.	What is the Brand Name/Label Name/type of each product (if more than one product we need brand names for each product)?	

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13.	<p>What is the Lot Code or ID# (List for each product)?</p> <p>If not known, what is the UPC Code (this is the barcode on the product)?</p> <p>If Lot codes & UPC codes are not known, when did you begin receiving the product?</p>	
14.	<p>What do you plan to do with any product still in inventory?</p>	
15.	<p>Did you quarantine the product that remains in your inventory? (Y/N)</p>	
16.	<p>Remaining Products: What do you plan to do with any product that has been returned to you?</p>	