

Consumer Advisory

3-603.11 Consumption of Animal Foods that are Raw, Undercooked, or Not Otherwise Processed to Eliminate Pathogens.

(A) Except as specified in ¶ 3-401.11 (C) and Subparagraph 3-401.11(D) (4) and under ¶ 3-801.11(C), if an animal FOOD such as beef, EGGS, FISH, lamb, milk, pork, POULTRY, or shellfish is served or sold raw, undercooked, or without otherwise being processed to eliminate pathogens, either in READY-TO-EAT form or as an ingredient in another READY-TO-EAT FOOD, the PERMIT HOLDER shall inform CONSUMERS of the significantly increased RISK of consuming such FOODS by way of a DISCLOSURE and REMINDER, as specified in ¶¶ (B) and (C) of this section using brochures, deli case or menu advisories, label statements, table tents, placards, or other effective written means.

(B) DISCLOSURE shall include:

(1) A description of the animal-derived FOODS, such as "oysters on the half shell (raw oysters)," "raw-EGG Caesar salad," and "hamburgers (can be cooked to order)"; or

(2) Identification of the animal-derived FOODS by asterisking them to a footnote that states that the items are served raw or undercooked, or contain (or may contain) raw or undercooked ingredients.

(C) REMINDER shall include asterisking the animal-derived FOODS requiring DISCLOSURE to a footnote that states:

(1) Regarding the safety of these items, written information is available upon request;

(2) Consuming raw or undercooked MEATS, POULTRY, seafood, shellfish, or EGGS may increase your RISK of foodborne illness; or

(3) Consuming raw or undercooked MEATS, POULTRY, seafood, shellfish, or EGGS may increase your RISK of foodborne illness, especially if you have certain medical conditions.

North Carolina Food Code Manual p.98

http://www.ncdhhs.gov/aging/foodNC_Food_Code_Manual_2009.pdf

What is a Consumer Advisory on Foods?

A consumer advisory is a publicly available written statement that informs consumers that a ready-to-eat food of animal origin is raw, undercooked, or not otherwise processed to eliminate disease causing organisms, and the food therefore poses a risk.

A consumer advisory consists of two distinct parts: *disclosure and reminder*.

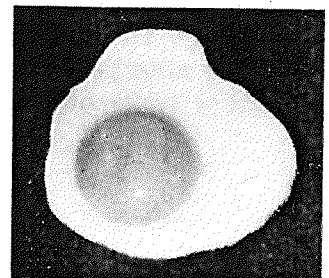
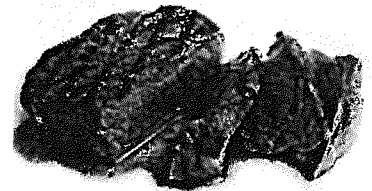
A consumer advisory goes on the menu or on whatever consumers read to make their food selections.

What is the Intent of a Consumer Advisory?

The intent of the consumer advisory is to assure that all consumers are informed about the increased risk of eating raw or undercooked animal foods.

When is a Consumer Advisory Required?

According to the North Carolina Food Code if any animal food such as beef, eggs, fish, lamb, pork, poultry, or shellfish is served or sold raw, undercooked, then a consumer advisory is required.



What is the General Format for the Consumer Advisory?

A consumer advisory consists of a *disclosure and a reminder*. The following must be included as part of the general format:



1. The language (English, Spanish, Chinese, etc) for the menu must match the language used for the disclosure and reminder. Additional languages may also be used if desired.

2. The text size must be visually equivalent to or at least 11 point font or visually equivalent to the font size of the menu item descriptions.

3. The text color must provide a clear contrast to the background.

What is a Disclosure and a Reminder?

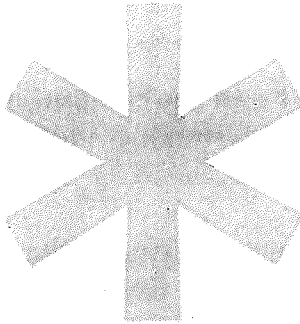
Disclosure is a written statement that clearly identifies animal foods which are (or can be ordered) raw or undercooked, or that contain an ingredient that is raw or undercooked.

The disclosure must include:

Identification of the animal derived foods by asterisking(*) them to a footnote that states the items are served raw or undercooked, or contain raw or undercooked ingredients.

or...

A description of the animal derived foods, such as "oysters on the half shell (raw oysters)," "raw-egg Caesar salad" and "hamburgers (can be cooked to order),"



Reminder is a written statement concerning the health risk of consuming animal foods raw, or undercooked.

The reminder must include:

Asterisking the animal derived foods requiring disclosure to a footnote that states:

"Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness";

...or

"Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness, especially if you have certain medical conditions",

How to Comply with C A Requirements

1. Review your menu

Determine which foods of animal origin on your menu are being served in a ready-to-eat raw or undercooked form.

2. Place the disclosure on the menu

The foods identified in the first step will require a written disclosure (as described) above on your menu.

3. Write the reminder

Select one of the two reminders (as listed above) and place it on the menu as a footnote or on a placard, table tent or other written means readily available at the point of ordering.

Disclosure as a Description/Reminder to a Footnote:

SALADS

Chef 's Salad
Spinach Salad
Caesar Salad (contains two raw eggs)*

(at bottom of page)*

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness, especially if you have a medical condition.

Disclosure and Reminder to a Footnote:

BISCUITS

Sausage
Sausage Egg* & Cheese
Ham
Ham & Egg*

(at bottom of page)

*Eggs may be cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

Disclosure and Reminder to a Footnote:

HAMBURGERS*

Hamburger
Cheeseburger
Bacon Burger Deluxe

(at bottom of page)

*Hamburgers are cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.