Consumer Advisory Presentation
Rhode Island Food Code
3-603.11

“If a raw or undercooked animal food such as beef, eggs, fish, lamb, milk, pork, poultry, or shellfish is offered in a ready-to-eat form as a deli, menu, vended, or other item; or as a raw ingredient in another ready-to-eat food, the permit holder shall inform the consumer by brochures, deli case or menu advisories, label statements, table tents, placards, or other effective written means of the significantly increased risk associated with certain especially vulnerable consumers eating such foods in raw or undercooked form.”
Intent

Inform all consumers about the increased risk of eating raw or undercooked animal foods.

- The risk increases in especially vulnerable populations such as the very young, the elderly, and those that are immunocompromised.
- FDA believes that informed consumers play a significant role in protecting themselves from foodborne illness.
- Informed consumers are best able to assess their individual risk.
- Informed consumers assume responsibility for their ordering decisions.
Applicability

Consumer advisories apply to food establishments under the following circumstances:

• Local or state food regulations permit the service of raw or undercooked foods of animal origin.

• Raw or undercooked foods of animal origin are offered on the menu or served at the consumer’s request.
Foods Requiring an Advisory

Typical foods served raw or undercooked include:

- Meats cooked to consumer’s request such as Hamburgers, steak, pork, duck
- Eggs (sunny side up, over easy, poached)
- Sushi
- Shellfish (clams on the half shell, raw oysters)
Terms

Understanding the meaning and use of the following terms is crucial to compliance with the Food Code consumer advisory requirement.

- Disclosure:
- Essential Criteria:
- Publicly Available:
- Reminder:
- Molluscan Shellfish:
Overall Objective:

- Satisfactory compliance is fulfilled when both a disclosure and reminder are provided.
- The information in the disclosure and reminder is to be publicly available.
- Consumers should have the benefit of the total message before making their order selections.
The Disclosure

Requirements:

- Must be on the menu or presented in writing to the consumer.
- Must identify the food items that require disclosure.
- Must specify that identified food items are, or contain, raw or undercooked animal derived foods.
Methods of Compliance

• *Disclosure* by description: Items are described, such as:
  - Oysters on the half-shell (raw oysters),
  - Raw-egg Caesar salad, and
  - Hamburgers (can be cooked to order); or

• *Disclosure* by asterisking (*) the food items to a footnote that states, depending on the situation, that the items:
  
  (*) "Are served raw or undercooked," or "Contain (or may contain) raw or undercooked ingredients."
The Reminder

- The *reminder* statement must be used in conjunction with the *disclosure*.
- Must be placed at least once on any page of the menu.
- Should be easy for the consumer to locate.
- Can be on a placard or table tent.
- Can be provided in a consumer advisory brochure.
Methods of Compliance

• Place one of the two following reminder statements containing the actual advisory on the menu.

  Reminder Statement 1:
  - "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness."

  Reminder Statement 2:
  - "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions."
• Menus must contain both a disclosure identifying the food item, and a reminder identifying the risks.

• The Johnson & Wales University approved consumer advisory located on the menu, table tent or placard is ...

* These items are served raw, under cooked, or may contain under cooked ingredients. (Disclosure)

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness. (Reminder)
Example One
On The Menu

Soups
Miso Soup
Philippine Threadlike Noodle Soup

Appetizers
*Sushi
Korean Dumplings
Yakitori

Entrees
Korean Braised Short Ribs

Oriental Fiery Beef
Seafood Pot

Starch
Oriental Steamed Rice

Vegetable
Korean Eggplant

*This item is served raw, undercooked, or may contain undercooked ingredients.
Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.
Example Two
Placard/Table Tent

Approved for Garde Manger and Advanced Buffet Catering Buffets....

These items are served raw, undercooked, or may contain undercooked ingredients.
(Disclosure)

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.
(Reminder)