

RETAIL FOOD ESTABLISHMENTS GUIDE TO CONSUMER ADVISORIES

REGULATION 61-25: RETAIL FOOD ESTABLISHMENTS



South Carolina
DEPARTMENT OF
AGRICULTURE

FIVE KEY RISK FACTORS

repeatedly identified in foodborne illness outbreaks:

1. Improper Holding Temps
2. Inadequate Cooking
3. Contaminated Equipment
4. Food from Unsafe Sources
5. Poor Personal Hygiene

Item 2 is addressed on this sheet.

REGULATION 61-25

Citations 3-603.11

Consumer Advisories are required for several different food items and require both a **disclosure** and a **reminder**.

PUBLIC HEALTH REASONS

Consuming animal-derived foods that are not properly cooked poses a foodborne illness risk to consumers.

The intent of the advisory is to ensure that all consumers are informed about the increased risk of eating undercooked foods.

A **disclosure** and **reminder** can be made available to the consumer via brochures, deli case or menu, label statements, table tents, a placard at the point of sale, or other effective written means. They may also be combined, like in the following example.

EXAMPLE

Oysters on the Half Shell*

\$13.99



**Contains ingredients that are raw or undercooked. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.*

DISCLOSURE

A **disclosure** must include a description of the raw or undercooked food. These foods also need an asterisk (*) that leads consumers to a footnote stating that the highlighted items are or contain ingredients that are served raw or undercooked.

REMINDER

The **reminder** must contain an additional footnote stating one of the following:

1. Written information is available upon request about the safety of the raw or undercooked items;
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.

WHAT FOODS REQUIRE A CONSUMER ADVISORY?

- Raw or Undercooked
 - » Beef
 - » Eggs
 - » Fish
 - » Lamb
 - » Pork
 - » Poultry
 - » Shellfish
- Raw Milk
- Foods that contain items listed above.

