

VICTUAL RECALL



Product recalls state of the industry

Product recall is one of the most prevalent risk management issues in the food and beverage industry. If not managed correctly, it has the potential to severely damage a company's operation, financial situation and brand reputation.

46%

OF RECALLS IN 2016 WERE DUE TO
UNDECLARED ALLERGENS

100%

OF RESPONDENTS HAVE A RECALL PLAN
IN PLACE

25%

OF THESE BUSINESSES HAVE TRAINED THEIR
SPOKESPERSON FOR THE ACTIVATION STAGE
OF A PRODUCT RECALL

19%

OF ORGANISATIONS DO NOT PURCHASE
PRODUCT RECALL INSURANCE AT ALL

\$10M

IS THE AVERAGE GLOBAL DIRECT COST
OF A PRODUCT RECALL

63%

OF SURVEY RESPONDENTS PURCHASE
SIGNIFICANTLY LESS THAN \$10M IN PRODUCT
RECALL INSURANCE

Victual Recall is a recall partnership program that ensures a recall event can be managed to mitigate financial risk, minimise business interruption, safeguard business relationships and increase customer loyalty and overall brand health.

Through deep risk assessment, holistic business engagement and continuous support, we not only mitigate and transfer the risk but enable businesses to maximise their potential. Our proven team of experts, with a wide range of services tailored to your needs, take care of your recall management, so you can focus on growing your business.

The key to agility, speed and containment is a holistic, 'always on' approach



PLAN

We review existing processes and documents to identify specific gaps and solutions. We develop and deliver a training program for recall, tailored to your business.

MAINTAIN

Annual mock recalls ensure your team is prepared. Victual will run your mock recalls ensuring all aspects of your recall and crisis management preparedness is tested, not just your ability to trace your products.

RESPOND

In the case of a recall incident, a hotline and triage process with access to a panel of subject matter experts will ensure a swift response. Victual use GS1 Recall software to manage all communications and reporting. This ensures all parties are reached with speed, appropriate concern and necessary expertise to safeguard your business at every step of the process.

INSURE

By adopting a pro-active approach to recall management, Victual has secured highly competitive terms with insurers to protect your business from the financial impacts of a recall incident.

Our food and beverage experts have been carefully chosen for their experience in managing recall related incidents.

Virtual Recall's real advantage is the use of a panel of subject matter experts to respond to an individual recall incident with the exact processes, speed and agility that is required for any given incident. This means that the impact on your business is minimised.



FOOD SAFETY

Access to a range of technical experts in food safety disciplines, from allergens to microbiology.



LEGAL

An expert legal panel ensures regulatory reporting is easy and compliant with all food acts.



**PRODUCT
RETRIEVAL**

Utilising GS1 Recall software, our retrieval teams are accurate, fast and cost-effective.



SOCIAL MEDIA

Restore consumer trust and confidence quickly with a comprehensive, well-managed and wide-reaching response.



**CRISIS
COMMUNICATIONS**

Turn your crisis into an opportunity to grow your brand health. Our public relations experts are specialists in the food and beverage industry.



CALL CENTRE

A call centre hotline set up for your business provides fast, incident appropriate and customer-centric support.



Victual are food and beverage risk management and insurance specialists providing solutions that empower and enable businesses to step out and embrace growth and innovation.

At Victual we rethink traditional risk and insurance practices and use our in-depth and specialised food and beverage industry knowledge to innovate and turn risks into opportunity and create value for your business.



 **1300-RECALL**



victual.com.au/victual-recall