

Product Recall & Withdrawal Process Flowchart

Recall: If health risk (i.e. serious illness, injury or death) then a Trade or consumer level recall is initiated. Adverts for Consumer level recalls must be seen by agency for approval !
Withdrawal: If product is non-compliant (i.e. not meeting quality measures and is still safe), then product can be removed at Warehouse or Retail level. Public is not typically notified !

