

Wat een terugroepactie echt kost

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Biefstuk bij Hoogvliet, ham bij Jumbo, schuimpjes bij Albert Heijn en ossenworst bij Deen. Zomaar wat voorbeelden van terugroepacties die we dit jaar al voorbij hebben zien komen. Hoewel die in verschillende branches voorkomen, is het vooral bij supermarkten schering en inslag. Niet alleen in Nederland, ook in de Verenigde Staten en het Verenigd Koninkrijk worden jaarlijks vele foodproducten teruggeroepen. Die aantallen stijgen bovendien, blijkt uit onderzoek van Rentokil. Wat zijn hiervan de oorzaken en wat kost zo'n terugroepactie eigenlijk? En ook niet onbelangrijk: hoe kun je ze zoveel mogelijk voorkomen? Deze infographic biedt inzicht.

THE COST OF A
PRODUCT RECALL
IN THE FOOD INDUSTRY

Food recalls are a huge threat to brand profitability and can result in catastrophic economic loss for both company and consumer.

Here's a look at the estimated costs of recalling a food product, with actionable advice on how to prevent them from devastating your company.

The Common Causes of Food Product Recalls



The Cost of a Recall

The four direct areas of cost for recalling a food product



Estimating the Minimum Direct Costs of a Recall

The minimum direct costs facing a business during a retail event can be estimated by the below model, designed by Moisés Resende-Filho and Brian Bult:



Real World Examples in 2016

In 2016, a brand recalled 92 million pounds of flour – sold at roughly \$0.50 per pound – after it was linked to an outbreak of E. Coli.

Country	Estimated pay, direct cost of trade
China	95
India	85
Japan	75
U.S.	65



Below are real world examples using the aforementioned formula (brand names have been excluded).

Chicken		Hotdogs		Gravy	
Any retail cost \$1.30/box		Any retail cost \$1.64/box		Any retail cost \$2.62/box	
Recall Reason: Foreign matter	Quantity x Price \$4752.00	Recall Reason: Fibrous	Quantity x Price \$155.60	Recall Reason: Labeling	Quantity x Price \$9.30
Recall Quantity: 4,568,082 lbs	Min. Direct Cost \$4734.92	Recall Quantity: 372,000 lbs	Min. Direct Cost \$461.67	Recall Quantity: 5,900 lbs	Min. Direct Cost \$55.20

Indirect Costs

These costs depend on the particular circumstances of a recall event and can be significantly more damaging than the direct costs.



The Problems of Pests

A supermarket chain in the UK recalled a number of biscuit and confectionery products in 2006 due to possible pest contamination in the manufacturing stage.

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Where are Businesses Most Proactive About Pest Control?



How do Pests Cause Contamination?

Vermin such as mice and cockroaches thrive in food industry environments, such as kitchens and storage or waste areas.



Modern Prevention Methods

innovations, pioneered by Portafill, are being used by companies now and this could be a complex contamination in the food industries.

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