

Recalls, Recalls, Recalls...Don't Let It Happen To You



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In November of 2022, a *Listeria* outbreak in ice cream resulted in 28 people becoming ill across 11 states with one death and one miscarriage. In 2023, soft serve ice cream was recalled in 19 states and Washington D.C. due to *Listeria*, milkshakes from a restaurant in Washington sickened six individuals with *Listeria* which later resulted in three deaths, and another company had to recall their products due to allergen cross contaminations. So far in 2024 we've had recalls for *Listeria*, *Salmonella*, unlabeled allergens, and foreign materials – it's important to do everything you can so this doesn't happen to you or your company.

Beyond the health implications, recalls are very costly with product losses, lost production, and sales, physically recalling products, reputation damage, and they bring the potential for future litigation.

Any ice cream outbreak for one brand erodes customer trust for all ice cream. As more ice cream issues are in the press, the more likely consumers may question the products that they love. That is why what YOU do every day is so important. Having Food Safety programs in place and training of your employees will help minimize the risk to your customers and your business.

Because not everyone has the resources of a large corporation a group of dairy industry experts from processors, universities, consultants, and industry associations have been working to support the growing ice cream industry by developing food safety tools and resources everyone can use. **Free resources are available** whether you are just starting out or have a large established business.

We've built www.safeicecream.org to house the tools and resources you need in one place! You'll find online training classes, in-person workshops, one-on-one technical support, guidance documents, checklists, a map of local food safety experts, and more. Another easy way to find these resources is with the printable [Brochure of Resources](#). The guides, templates, and classes are free, and some are also available in Spanish.

We know food companies—large and small—continue to face challenges with hiring, retention, and training employees so easy access to training materials specific to ice cream is critical and the online workshop developed with the North American Ice Cream Association is one good place to start. [Click Here](#) to watch the Good

Manufacturing Procedure (GMP) module as an example of the course. Registration for the entire course is **FREE** for [North American Ice Cream Association](#) members. Just visit <https://bit.ly/36tUPQh> and enter promo code **IC-FREE** for the full course.

Another great way to protect your business is by going to the [Growing Your Business Safely](#) section on the website and reviewing the Checklist there. Step #1 will help you assess risks to your current product/business related to pathogens, allergens, and extraneous materials. It will help you identify which areas to focus your efforts on and how to develop systems, training, and documentation. As you progress through the checklist, please know you are not alone! Help is just a click or phone call away. For support with your food safety plan and programs please contact the free helpline at **315-787-2600** or dairyfoodsafetycoach@cornell.edu or you can reach out to me to learn more about the team of volunteers who developed these resources.

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