

Recalling 2018

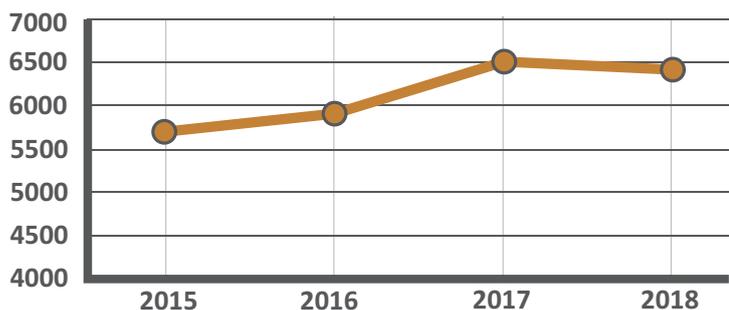


“ As a global consultancy firm working with many types of companies on crisis management, product recall, business continuity and risk, I like to look back at the events of the previous year. This year, I am focusing on product recall. ”

Vince Shiers, Managing Director.

2018 was a year of thousands of product recalls, but of course we all knew it would be before the year started. The graph shows the number of recall events for food and non-food products across several territories. This includes data from US FDA, Europe RASFF, US CPSC, Europe RAPEX and Australia.

International Recalls - Food & Non-food



The frustrating thing is that many of these recalls are due to failures in the "basics"; poor procedures or good procedures not being followed. Both of these scenarios may be traced back to lack of operator training or insufficiently robust safety culture. For example, too often there are recalls due to the incorrect label being applied to food or insufficient safety testing of consumer products. This really should never happen. With more focus on these "basics" many product recalls could be avoided.

RQA Activity in 2018

We started 2018 with the launch of RQA's "[World of Recall](#)" a simple, interactive guide to product recall where you can access international authority contact details or estimate how much a recall could cost you and we also included details on product recall insurance and a list of specialist insurance brokers and lawyers in this field.

Later in the year, we published "[Impact of Product Recall on Share Price](#)". In this paper we explored the factors which are most likely to impact a company's share price if they suffer a product recall. It was interesting to see that some companies are more exposed to share price reduction than others.

We were also pleased to announce during 2018 that we were appointed as specialist product recall consultants to the insurers, Zurich Insurance, Tokio Marine Kiln and Berkley Global Product Recall.

2018 also saw the launch in the UK of a Code of Practice on recall for consumer products. We provided our view on that as well as launching a gap assessment against it. [Click here](#) to read our review of PAS 7100.

Because there were so many high-profile microbiological contamination recalls in 2018, we wrote a [bulletin](#) on these cases and explored the causes behind them.

Food fraud is an important topic and we issued a number of news items and [a guide](#) in 2018 to raise awareness and help demystify the topic.

Our regular slot on "Unusual recalls" was very popular, including recalls of exploding toilets, cyanide in fruit and toxic waste bubble gum.

Living the Crisis

Throughout the year, we provided strategic and tactical advice to our clients on many live product recall incidents around the world and enjoyed carrying out a large number of scenario-based simulation exercises to challenge their crisis teams. As we work on crisis management and business continuity as well as product recall, these exercises involve a wide range of scenarios such as gas leaks, IT failure, product contamination, environmental catastrophe, loss of Head Office and social media attack. This is the best and safest way to test crisis teams outside a real incident.

Finally, I'd like to take this opportunity to wish everyone a successful 2019 and of course.....don't forget the basics!

Vince Shiers Ph.D.
Managing Director
RQA Group