

# Kroger Asks Suppliers to Join Recall Service

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**CINCINNATI** — The [Kroger Co.](#) here Tuesday announced its endorsement of the Rapid Recall Exchange, an online recall service, and will be the first national retail chain to encourage its suppliers to subscribe to this program.

Kroger is asking all suppliers to subscribe by July 1 to the exchange, which standardizes and accelerates food and product recalls and withdrawals. Suppliers using the exchange can provide all critical recall information in one communication — 24 hours a day, seven days a week — enabling retailers like Kroger to quickly remove recalled products and reach out to customers about recalls.

The Rapid Recall Exchange, developed by GS1 US in collaboration with the Food Marketing Institute and Grocery Manufacturers Association, uses consistent forms and processes; retailers receive the same complete information, including product images and handling instructions, when a recall is issued.

"Using Rapid Recall Exchange provides Kroger with timely and accurate recall data," said Payton Pruett, vice president of corporate food safety for Kroger. "The need for speed is crucial in recall situations and this will help us be more efficient in removing recalled product from our shelves and communicating with our customers about recalls."