

RAPID RECALL™ EXCHANGE



CHALLENGE

Get timely, accurate and comprehensive product recall notifications from its manufacturers for efficient and effective product-recall actions.

SOLUTION

Publix has made the Rapid Recall Exchange service an integral part of its product recall strategy and process.

BENEFITS

- By getting a Rapid Recall Exchange-generated notice, Publix knows it carries the product and does not waste valuable time with research.
- Product images and specific product-identification information can be included for pinpointing exactly what items are recalled.
- Retailers and suppliers keep their respective contact information up-to-date and in one place for two-way communication.
- All pertinent information is included and in one place, aiding Publix when addressing federal regulatory compliance standards.

Publix Super Markets, Inc. Keeping Consumer Confidence High

Product Safety – Priority One

Providing safe products is of paramount importance to suppliers and retailers alike. In the event that a product that should not be sold makes it to retailers' shelves, the need to quickly and accurately recall it is critical. Multiple factors like the growing complexity of the U.S. value chain and tighter regulatory requirements, make effective product recall processes more and more challenging.

Many retailers and manufacturers are working together to improve their collective recall processes. A visionary in its industry, Publix Super Markets, Inc. (Publix) is actively collaborating with its suppliers. For years, the company has worked beyond its "four walls" for continuous value-chain improvements, including the product recall process.

When a product recall does happen, Publix, like all retailers, needs speedy notification and accurate product information from the manufacturer. That's why Publix has called on its suppliers to adopt a new service for recall notifications – the Rapid Recall Exchange™ service.

The Rapid Recall Exchange is an online service that allows suppliers to send an e-mail message to their retailers 24/7, alerting them about a product recall or withdrawal. The service was commissioned by the Food Marketing Institute (FMI) Associate Member Advisory Board and developed by GS1 US™ in collaboration with FMI and the Grocery Manufacturers Association (GMA) as part of their commitment to enhanced food and product safety. Rapid Recall Exchange is also endorsed by the National Grocers Association.

Retailers, wholesalers and suppliers, regardless of size and industry, are now using the Rapid Recall Exchange – and the number keeps growing. According to GS1 US, Rapid Recall Exchange customers represent 85 percent of the ACV (All Commodity Volume or annual sales volume) for retailers in the U.S. grocery industry.

"Here at Publix, food safety is our top priority. Our customers trust the Publix name and expect that we have taken every precaution to offer high quality, safe food for their families. For us, food safety is more than a process; it's a way of life."

– Michael Roberson,
Director of Corporate Quality Assurance

Publix®



A Better Way

Publix was involved from the early stages of formulating the Rapid Recall Exchange. "We were very engaged with FMI and GS1 US from the beginning. We knew there had to be a better way for receiving recall notifications from suppliers," says Michael Roberson, director of Corporate Quality Assurance. It was actually the Publix Corporate Purchasing department that recognized the value of the Rapid Recall Exchange early on and encouraged its suppliers to join.

In addition to the Rapid Recall Exchange, Publix receives recall notifications from three other sources: suppliers that notify their merchants about pending recalls, customers who might inquire about recalls they may have read or heard about; and a third-party wire service.

There were several issues associated with each of these sources – issues that impact Publix need for timely, accurate and comprehensive recall information.

First, Publix suppliers contact its merchants in a variety of inconsistent ways and, at times, may have outdated contact information, leading to confusion and time delays. Secondly, the wire service relies on independent news sources for its recall data; not all recalls may be picked up or, at least, not on a timely basis if manufacturers' recall press releases are late in coming.

If a customer asks about a recall, all Publix associates must be informed and ready to address the question in a factual and confident way. "We strive to balance the need for quick communications to our customers about recalls with the need to inform our internal associates," says Roberson.

Today, Publix has made the Rapid Recall Exchange an integral part of its product recall strategy and process. While the company must remain prudent in keeping the other sources, Roberson looks forward to the day when Rapid Recall Exchange is its primary or only source for recall notifications. And, as more manufacturers adopt Rapid Recall Exchange as their primary notification source, that day gets closer.

"Many of our suppliers are participating in Rapid Recall Exchange, yet we want and need adoption by the vast majority of our suppliers. We're reaching out to our strategic suppliers, encouraging their participation," says Roberson.

Targeted, Comprehensive

In its short time using the Rapid Recall Exchange, Publix has benefited in big ways. For example, during one product recall, Publix received very detailed and targeted product information from this supplier via the Rapid Recall Exchange.

Using best practices, the Publix recall process involves multiple departments in its corporate offices, distribution centers and stores. By receiving easy-to-understand and actionable recall information via the Rapid Recall Exchange, Publix managers work seamlessly to notify customers, respond back to Publix Consumer Affairs with actions taken and report back to the supplier and accounting for handling credits.

"Our supplier provided very useful and targeted information with the Rapid Recall Exchange. We had a limited number of questions from our managers allowing for a quick turnaround in removing products from our shelves."

– Michael Roberson, Director of Corporate Quality Assurance

"A huge benefit for us is the time saved by following just one process of notification. In the end, it's about doing our best for our customers."

– Michael Roberson, Director of Corporate Quality Assurance

Time Savings Adds Up

- Rapid Recall Exchange ensures that Publix is communicating with the right contact from its supplier base for two-way communication.
- Rapid Recall Exchange eliminates the need for Publix to research products being recalled since the Rapid Recall Exchange provides comprehensive product, handling and financial information.
- Suppliers can send Publix the FDA Individual Case Safety Report number. All pertinent information is included and in one place, aiding Publix when addressing federal regulatory compliance standards.

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