

To: All GMA, FMI, and NGA Member Companies  
Subject: Implementing Industry Defined Best Practices for Sharing Recall Information  
Date: February 18, 2016

The purpose of this note is to ensure you and your company are aware and have access to Rapid Recall Express™. It is a free, downloadable, fillable form designed to be integrated into your recall communication processes. It has been developed by GMA, FMI, NGA, GS1 US, retailers, manufacturers and Industry Recall Service providers as a better approach to effectively and efficiently communication product recall information than the previous web-based Rapid Recall Exchange® tool.

**Background:** As you may know, recalls continue to burden the industry. While GMA, FMI, and NGA offer best practices for preventative measures to avoid recalls, it is just as important to be prepared in the unfortunate event of processing a recall. Having collaborated with the expertise of manufacturers, retailers, wholesalers, and service providers, the new Rapid Recall Express form was created to have one “version of the truth” utilizing leading practices and GS1 Standards for more efficient and effective product recall notifications.

**Recommendations for Driving Rapid Recall Express Implementation:** The Rapid Recall Express™ form is available on the GS1 US website. FMI, GMA and NGA, along with any other interested industry associations, will also provide access to the Rapid Recall Express form in the Product Recall section via their respective websites. It is a free, downloadable, fillable form along with a job aid to lead a user through filling out the form. You will also find an agreed upon shipping template. (see links below)

The Product Recall sections of the GMA, FMI and NGA websites will soon provide links to Product Recall Knowledge Partners and Service Providers who have committed to integrating the Rapid Recall Express™ form or format into their recall communication processes.

**Next Steps:**

- Brand Owners integrate the Rapid Recall Express™ form or format (attribute data and sequence) into their recall communication processes so that it can be exported or sent to impacted retailers, wholesalers and distributors.
- Retailers, wholesalers and distributors integrate the Rapid Recall Express™ form or format (attribute data and sequence) into their recall communication processes so that they can receive the recall information from Brand Owners.
- Recall Service providers use or replicate the Rapid Recall Express™ form or format (attribute data and sequence) into their recall communication processes to help facilitate the flow of information and the value added services that you provide.

**Our objective remains the same:**

- Brand Owners be enabled to enter the data once and have that data flow to whoever needs it.
- Retailers are notified about the recall from the Brand Owner prior to or within 30 minutes of a public release.
- For a recall that results in a public announcement (e.g. Class 1; FDA press release, Food Track alert), ALL RETAILERS NEED TO BE INFORMED because they are impacted (consumers react to the public announcement) whether they have the recalled product on hand or not.

We are in the midst of developing a webinar to help your teams learn more about the new form. Please stay on the “look out” for more information.

We would like to thank the recall project team who devoted all their time, energy, and expertise in the attribute assessment work and testing of the new Rapid Recall Express™.

Best Regards,

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Mark W. Baum -Senior Vice President  
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Food Marketing Institute (FMI)

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**Resources:**

Link to Rapid Recall Express form and Job Aid: <https://www.gs1us.org/resources/tools/rapid-recall-express>