

CONSUMER ADVISORIES



THE INTENT of the Consumer Advisory requirement in the Wisconsin Food Code is to ensure that consumers, especially vulnerable populations, are informed about the risk of eating raw or undercooked foods. Establishments that serve highly susceptible populations, such as day cares, hospitals, and nursing homes cannot serve undercooked or raw animal foods.

What's the hazard? Foods from animals, when eaten raw or undercooked sometimes contain harmful microbes that can cause food-borne illness.

Why is there a hazard? There is a hazard because the animal food isn't thoroughly cooked. Without adequate heat treatment, harmful microbes may survive.

Who is at greatest risk? Everyone is at risk. However, older adults, young children, pregnant women and immune-compromised people are at greatest risk.

Which foods require a Consumer Advisory?

- Hamburgers served rare or medium-rare.
- Poached, over-easy, sunny side up or soft boiled eggs
- Raw oyster dishes or Sushi made with raw fish
- Caesar dressing made with raw, un-pasteurized eggs
- Marinated, injected or tenderized steaks served rare or medium rare.

What should my Advisory say? An acceptable Consumer Advisory has two parts – a **disclosure** and a **reminder**. The **disclosure** tells the customer which foods on the menu the advisory applies to. Most operators use the “footnote” method. They place a star or asterisk by the foods of concern (like “oysters on the half shell,” “burgers made your way”), then place the **reminder** at the bottom of the menu, or at the bottom of that section of the menu. You could place your advisory at the top of the section where these foods are offered, too. If your Sushi menu contains items that have raw fish, and items that don't, you must indicate which is which.

The **reminder** is the warning. You may simply say “Consuming raw or undercooked meats, poultry and seafood may increase your risk of food-borne illness.” You can add that certain people are more susceptible, but you don't have to.

Where do I put the advisory? It can be placed on menus, placards in deli cases, table tents or labels for grab & go items. The Advisory must be **in print**. Have your inspector review your advisory **before** you order new menus or other printed materials.



Please see other side.

SAMPLE LANGUAGE

Disclosure
(which foods?)

Reminder
(the "warning")

From the Grill...


- *BURGERS**
- 1/2 Pound Burger**
- Mushroom Swiss Burger**

* We serve burgers cooked your way. Undercooked or raw beef and other animal foods may increase your risk of foodborne illness.

From the Sea

- *Sushi roll with Ahi Tuna**
- *Oysters on the Half Shell**

* Raw or lightly cooked seafood may increase your risk of foodborne illness.



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