

South Shore Naturals Recall Policy

In the event that a product safety issue arises with our products South Shore Naturals will protect public health by facilitating the efficient, rapid identification and removal of unsafe product from the distribution chain and, by informing consumers (where necessary) of the presence in the market of a potentially hazardous ingredient.

There is a documented recall procedure in place and this will be periodically tested to ensure that it is comprehensive and fit for purpose in its ability to remove an unsafe product from consumers and/or the distribution chain.

Recall Procedure

Introduction

This procedure states the action South Shore Naturals will take to effectively manage the recall of a product with an ingredient which has been determined to be unsafe or unsuitable.

There are two levels of product recall, these are as follows:

- **Recall (also known as a consumer level recall):** This is a removal of unsafe product from the distribution chain.
- **Notification:** A notice of recall will be immediately placed on the website of South Shore Naturals with information on where to return the product.

An effective product recall will ensure that the unsafe or unsuitable product is contained and destroyed.

It is our responsibility to manage the recall by clarifying the safety issue and the exposure (who and where risk exists), and to provide details on distribution and the method of recall.

The Recall Officer

The recall co-ordinator, **Jacklyn Trickett-Sargent**, is responsible for the management of all recall activities and to adhere to this procedure.

Duties of the recall coordinator is to:

- assess the overall problem;
- notify the relevant regulatory authority;
- determine a strategy to be followed;
- make decisions about product still in manufacture or in storage;
- Make any online press statements

Decision to Recall

The decision on whether to recall or withdraw a product/s or not will be based on the identification of a hazard that makes a product unsafe and its likelihood of affecting public health. This will be determined by careful, considered risk assessment.

Notification of a product recall

If the decision is taken to initiate a Withdrawal we will notify:

- Proprietor of South Shore Naturals
- Anyone that has received our product, including distributors, wholesalers, and retailers.

If we are engaged in a Withdrawal but find that for whatever reason that it is not possible to contact all relevant consumers then we will consider expanding the Withdrawal to a Recall.

If the decision is taken to initiate a Recall we will notify:

- All people mentioned under initiation of a withdrawal, outlined above and;
- Consumers, via Social Media, web or phone contacts.

Effectiveness of the Recall

To be effective, the product recall notification must reach as far as the product has been distributed. The effectiveness of the product recall is assessed on the basis of the amount of product returned as a proportion of the amount of product that left South Shore Naturals, while taking into account time in the distribution chain and the retail turnover of the product.