



Farmington Valley Health District

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Avon • Barkhamsted • Canton • Colebrook • East Granby • Farmington • Granby • Hartland • New Hartford • Simsbury

Consumer Advisory Requirements

The consumer advisory is meant to inform consumers, especially susceptible populations, about the increased risk of foodborne illness from eating raw or undercooked animal foods.

WHEN A CONSUMER ADVISORY IS REQUIRED:

If an animal food such as beef, fish, lamb, milk, poultry, or shellfish that is raw, undercooked, or not otherwise processed to eliminate pathogens is offered in a ready-to-eat form. There are 2 parts to a Consumer Advisory:

1. **DISCLOSURE:** Animal foods that are or can be ordered raw or undercooked must be clearly identified.
2. **REMINDER:** A written statement that identifies the health risk of consuming the raw or undercooked animal food must be provided.

Examples of menu items that require a Consumer Advisory:

- ❖ Raw or undercooked eggs (Caesar dressing, custards, sauces i.e., Hollandaise/Bearnaise, etc.)
- ❖ Raw or rare meat (hamburgers, steak, salmon, etc.)
- ❖ Raw or undercooked seafood (sushi, clams, oysters, etc.)

DISCLOSURE

Must identify the food items and specify that those food items are, or contain, raw or undercooked animal foods. This can be done 2 ways:

1. You may use a description such as:
 - a. Oysters on the half-shell (raw oysters)
 - b. Raw-egg Caesar Salad
 - c. Hamburger cooked to order with lettuce, tomato and onion
2. You may asterisk the food item and use a footnote that state the DISCLOSURE such as “*Served raw or undercooked” or “*Contains raw or undercooked ingredients” or “*May be cooked to order”.

REMINDER

May be on any page of the menu and located so that the consumer may easily find it. You may also display is on a placard, deli case, table tent. It must be on “to-go” menus and online menus.

The REMINDER includes asterisking the animal-derived foods requiring DISCLOSURE to a footnote that states:

1. Regarding the safety of these items, written information is available upon request.
2. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.
3. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

EXAMPLE 1

In this case since a hamburger may be ordered rare (undercooked), it is asterisked and explained in the footnote.

Famous Burgers

*Hamburger.....Price

*Cheeseburger.....Price

*This item may be served undercooked. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

EXAMPLE 2

In this example, the item is simply asterisked, which means that it contains raw or undercooked ingredients—in this case raw eggs for Caesar salad. The asterisked item is explained in the footnote.

Soups and Salads

Grilled Chicken Caesar.....Price

Sliced grilled chicken breast on our Caesar Salad*

*May contain raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

EXAMPLE 3

In this example, the item is described as containing raw oysters and then a footnote is added to remind the consumer that further information is available.

Appetizers

Oysters or Clams*.....Price

Half dozen select seasonal raw oysters or choice of raw clams served on the half-shell with cocktail sauce and lemon

*Regarding the safety of these items, written information is available upon request.