



Consumer Advisory

Fact Sheet

Purpose

A “consumer advisory” or written notification must be provided to customers that:

- a) Identifies the animal food or ingredient served or sold as raw, undercooked, or not otherwise processed to eliminate pathogens and presented as a ready-to-eat food.
- b) Reminds customers that consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase their risk of foodborne illness, especially if you have certain medical conditions.

New Process

Both of the following measures are now mandatory by law.

- a) Identify food items with an asterisk to a footnote that states the item is served raw, undercooked, may be cooked to order upon specific consumer request, or contains raw or undercooked ingredients.
- b) Provide a written notification on brochures, deli cases, menu advisories, label statements, table tents, or placards, or another written means that is visible and legible to the consumer. Examples of the brochure can be found on the CFSAN Web Page at www.cfsan.fda.gov. All brochures must contain the essential criteria stated below.

Statement

The written notification must be worded in the following manner:

Consuming raw or undercooked animal foods may increase your risk of contracting a foodborne illness, especially if you have certain medical conditions.

For more information:

- Environmental Health Division- Phone: 301-475-4321
- St. Mary's County Health Department website- www.smchd.org
- US Department of Agriculture website- www.usda.gov