

Writing a Consumer Advisory

A consumer advisory is a publicly posted written notice which informs consumers that food of animal origin, such as beef, eggs, lamb, milk, pork, or fish/shellfish that are served raw or undercooked pose a health risk because the foods are not processed to eliminate pathogens.

A consumer advisory has two parts: the disclosure and the reminder.

Disclosure

Food establishments must identify, in writing, any foods of animal origin that are served raw or undercooked, even if the food is made to order. Written identification of these foods must be presented at the point where the food is selected by the consumer and may be included on a menu, table tent, placard, or through other printed means.

The disclosure may be presented in one of the following ways:

- As part of the description of the food item on the menu, for example
 - Oysters on the half-shell (raw oysters)
 - Raw-egg Caesar salad
 - Hamburgers (can be cooked to order)
- By placing an asterisk by the name of the food and using a footnote that states that the items
 - Are served raw or undercooked; or
 - Contain (or may contain) raw or undercooked ingredients

Reminder

Food establishments must also remind consumers of the health risk associated with eating these foods. This can be done by using an asterisk by the description or identification of the animal-derived food to a footnote that states one of the following:

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

Food establishments may choose to use a separate consumer advisory document as a reminder. If a separate document is used it must meet the following:

- Refer to the document on the menu; or
- Make the document readily accessible to consumers prior to ordering; readily accessible means the consumer can get it without asking for it.

