



# Consumer Advisory

## **Purpose of Advisory**

The consumer advisory is meant to inform consumers, especially highly susceptible populations (elderly, children, pregnant women, immunocompromised individuals) about the increased risk of foodborne illness from eating raw or undercooked animal foods through use of a disclosure and a reminder.

## **When is a Consumer Advisory Required?**

According to the North Carolina Food Code<sup>1</sup>, if any animal food such as beef, eggs, fish, lamb, pork, poultry, or shellfish is served or sold raw, undercooked, or without otherwise being processed to eliminate pathogens, either in ready-to-eat form or as an ingredient in another ready-to-eat food, then a consumer advisory is required.

## **Disclosure shall include:**

- a. A description of the animal-derived foods, such as "oysters on the half shell (raw oysters)", "raw-egg Caesar salad dressing", and "hamburgers (can be cooked to order)"; or
- b. Identification of the animal-derived foods in a menu or other listing by asterisking them to a footnote that states that the items are served raw or undercooked or contain (or may contain) raw or undercooked ingredients.

**Reminder shall include** asterisking the animal-derived foods that require disclosure in a menu or other listing to a footnote that states that:

- a. Written information regarding the safety of these items is available upon request;
- b. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk for foodborne illness; or
- c. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk for foodborne illness, especially if you have certain medical conditions.

### **Example of Consumer Advisory:**

#### Menu

**Two Eggs\* (cooked to order) served with grits and toast**

**\*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness**

The following foods **may not** be served or offered for sale in a ready-to-eat form in a food establishment serving a highly susceptible population<sup>2</sup>:

- a. Raw animal foods, such as raw fish, raw-marinated fish, raw molluscan shellfish, and steak tartare;
- b. A partially cooked animal food, such as lightly cooked fish, rare meat, soft-cooked eggs that are made from raw shell eggs, and meringue; and
- c. Raw seed sprouts

<sup>1</sup> NC Food Code Manual reference: 3-603.11

<sup>2</sup> Consumer Advisory is not applicable for and may not be used in a children's or senior citizen's menu.  
NC Food Manual Code reference 3-401.11(D)