



KCMO HEALTH DEPARTMENT ENVIRONMENTAL PUBLIC HEALTH PROGRAM

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Public Health

Consumer Advisory

The intent of the Consumer Advisory is to assure that all consumers are informed about the significantly increased health risk to vulnerable populations of eating raw or undercooked animal foods. Young children, elderly persons and individuals with weakened immune systems are especially vulnerable. With this in mind, informed consumers are best able to assess their individual risk and assume responsibility for their ordering decisions, based on their knowledge and understanding of the situation.

The Consumer Advisory is intended to apply to all food establishments where raw or undercooked animal foods or ingredients are sold or served for human consumption in a raw or undercooked form.

Satisfactory Compliance

The absence of a consumer advisory when required, as specified in §3-603.11 of the Kansas City Food Code, is considered a critical violation. Corrective action toward critical violations must be initiated within 10 days of the occurrence of the violation. Provided a climate of good-faith effort prevails, the initial phase of instituting the consumer advisory in food establishments may warrant affording additional time for compliance.

The consumer advisory provision is fulfilled with both a *disclosure* and *reminder* are provided in a manner that is consistent with this guidance. However, this guidance document cannot provide advice for every possible situation. Therefore, a discussion between the food establishment and the KCMO Health Department is encouraged before costly steps are taken to implement the consumer advisory. Please call (816) 513-6315 with any questions.

Disclosure must:

- be on the menu or, in the absence of a menu, be presented verbally or in writing to the consumers, and
- identify the food items that require *disclosure*, and
- specify that those foods items are, or contain, raw or undercooked animal-derived foods.

Examples of disclosure:

1. Disclosure by description: Items are described, such as:
 - Oysters on the half-shell (raw oysters),
 - Raw-egg Caesar salad, and
 - Hamburgers (can be cooked to order); or
2. Disclosure by asterisking the food items to a footnote that states, depending on the situation, that the items: “Are served raw or undercooked,” OR “Contain (or may contain) raw or undercooked ingredients”

Reminder must:

- be in conjunction with the *disclosure*
- be on one page of the menu, or on a placard or table tent, or delivered verbally

Examples of reminder:

1. “Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness”; OR
2. “Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.”

Description of Menu Items that meet the requirements for disclosure:

Two Farm Fresh Eggs (Any style)
Quarter Pound Hamburger (Cooked to Order)
Caesar Salad (With Raw-Egg Dressing)

Menu items may also be asterisked to meet the requirement for disclosure:

Two Farm Fresh Eggs*
Quarter Pound Hamburger*
Caesar Salad*

One of the example *reminder* statements must also be included somewhere on the menu, or on a placard or table tent, or delivered verbally.

If the asterisk method is used then one of the following disclosure statements must be placed somewhere on the menu WITH the *reminder* statement: * “Are served raw or undercooked” OR* “Contains or may contain raw or undercooked ingredients”.