



STATE OF MICHIGAN  
DEPARTMENT OF AGRICULTURE  
LANSING

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**DATE:** April 29, 2004

**TO:** All Local Health Departments (LHD's)  
Attn: Health Officer/Director of Environmental Health/Chief Sanitarian

**FROM:** Thomas Crook, Manager  
Food Service Sanitation Section  
Food and Dairy Division

**SUBJECT:** Consumer Advisory

Accreditation reviews have indicated that violations relating to Consumer Advisories have been a leading cause for Indicator 2.8 to be Not Met.

Consuming undercooked food has been identified by CDC as being one of the five leading risk factors for foodborne illness. The Consumer Advisory helps the consumer to make informed decisions relative to the risks associated with consuming raw or undercooked foods of animal origin.

A consumer advisory consists of a disclosure and a reminder. Common problems detected during reviews include:

- The lack of a disclosure
- Reminders, using the footnote option, are not displayed on the bottom of each page on the menu where the food item requiring disclosure appears.
- Asterisks are not provided alongside food items requiring disclosure when either the disclosure or reminder is displayed using the footnote option.
- Reminders are not worded verbatim in accordance with FL section 6149.

The MDA brochure titled "Questions and Answers on Consumer Advisories for Food Establishments Serving Undercooked Foods" is available on the MDA website and can be ordered through Rosey Ruedger (517-241-2434). To date, we have a limited supply of about 10,000 copies. The brochure can be used to help operators achieve compliance.

Should your agency find that a change is needed, you may wish to prepare a moot point memo. Once the change is in place for a year, the program review will only go back to the date the change was made. See Annex 2 of the Guidance Document for details.