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What is a consumer advisory statement?

A consumer advisory statement is a form of written communication informing customers about increased risks associated with eating certain foods that are served or sold raw, undercooked, or without a pathogen eliminating process.

How must consumers be informed?

Consumers shall be informed of the increased risks by disclosures and reminders via written or visual methods (e.g., brochures, label statements, table tents, placards, deli case advisories, and menu advisories).

What are the foods consumers must be advised about?

Consumers shall be advised about beef, eggs, fish, lamb, milk, pork, poultry, or shellfish in the event it has not been pasteurized or cooked to the required final product temperature.

Why is a consumer advisory statement necessary?

The consumer advisory statement allows consumers to make informed decisions about the foods they consume by providing them with information about the risks associated with eating raw or undercooked foods.

Why are raw or undercooked foods risky?

Certain raw or undercooked food may contain harmful pathogens that can lead to foodborne illnesses if not properly handled or cooked.

Fast Facts

- All food establishments where raw or undercooked foods are served shall have a consumer advisory statement.
- Rare meat and undercooked foods shall not be offered on a kid's menu.
- Reminders shall be asterisked to a footnote on the disclaimer.
- Consuming raw or undercooked foods increases your chance of foodborne illness if you have certain medical conditions.

For additional information on the Consumer Advisory Statement:

<https://www.in.gov/health/food-protection/retail/>