

# Consumer Advisory

Foods from animals such as meat, poultry, fish, shellfish, and eggs when eaten raw or undercooked sometimes contain harmful viruses and bacteria that can pose a risk of foodborne illness. Young children, pregnant women, older adults, and those with compromised immune systems are particularly vulnerable.



The Food Code requires a written consumer advisory to assure that all consumers are informed about the increased risk of eating raw or undercooked animal foods. The consumer advisory consist of two parts: Disclosure and Reminder. **FOOD CODE, OAR 603-25-0030, CHAPTER 3-603.11(A)**

**Disclosure:** a written statement that clearly identifies animal foods which are (or can be ordered) raw or undercooked, or that contain an ingredient that is raw or undercooked. The disclosure must include:

- A description of the animal-derived foods, such as “oysters on the half shell (raw oysters)”, “raw-egg Caesar salad”, or “hamburgers (can be cooked to order)”; or
- Identification of the animal-derived foods by asterisking (\*) them to a footnote that states the items are served raw or undercooked, or contain raw or undercooked ingredients.

**Reminder:** a written statement concerning the health risk of consuming animal foods raw or undercooked. The reminder must include asterisking the animal-derived foods requiring disclosure to a footnote that states:

- “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”; or
- “Regarding the safety of these items, written information is available upon request”.

The consumer advisory can be presented by using brochures, deli case or menu advisories, label statements, table tents, placards, or other effective written means.

**Note:** if you cannot provide documentation to your food safety inspector that beef steak served is whole-muscle intact beef, then you must provide a consumer advisory.



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There are several disclosure and reminder combinations that can be used. The examples shown below are only **some** of the options.

## EXAMPLE A

Menu:  
Chef's Salad  
Spinach Salad  
Caesar Salad (contains raw eggs)\*

(At bottom of page)  
\*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a medical condition.

## EXAMPLE B

Menu:  
Hamburgers\*  
Cheeseburgers\*  
Bacon Burger\*

(At bottom of page)  
\*Hamburgers are cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

## EXAMPLE C

Menu:  
Oysters on the Half Shell (raw oysters)\*

(At bottom of page)  
\*Regarding the safety of these items, written information is available upon request.  
***Additional information can be provided in a separate brochure***

## EXAMPLES OF FOOD TYPES THAT WOULD REQUIRE A CONSUMER ADVISORY

**Raw Eggs:** dressings or sauces such as hollandaise or Caesar made with shell eggs; soft cooked eggs; meringue pie; some puddings and custards; mousse; eggnog; mayonnaise “from scratch”; aioli; and tiramisu

**Raw or rare meat:** hamburgers cooked “medium, medium rare, rare”; carpaccio; steak tartare; tenderized steaks (pinning, jaccarding, or needling)

**Raw or undercooked molluscan shellfish**

**Raw fish:** sushi, ceviche, tuna carpaccio, roe, gravlax

**Note:** consumer advisory text is recommended to be in the same language used for the menu items and at least 11-point font on handheld menus or table tents.