

Product recall

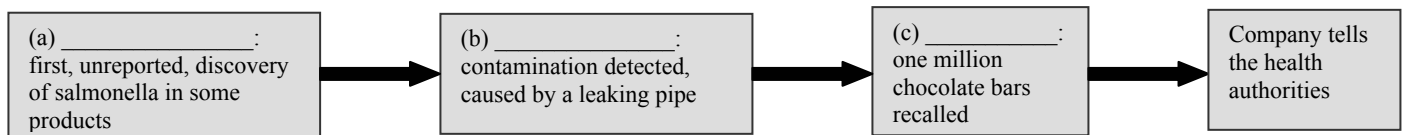
Cadbury have been criticised for acting too slowly over a product recall. Should they have told the public earlier?

1 Match each term (1–4) with its definition (a–d).

- | | |
|-------------------|--|
| (1) salmonella | (a) take something back |
| (2) confectionery | (b) something made poisonous by adding chemical or infection |
| (3) withdraw | (c) a type of bacteria found in food |
| (4) contamination | (d) sweet foods such as sweets and chocolate |

(Definitions from *Macmillan English Dictionary*. Text © Bloomsbury Publishing Plc 2002)

2 Study the timeline. Complete the missing dates (a–c) by scanning the first paragraph of the article.



Chocolate scare

The UK confectionery company, Cadbury, has announced that the salmonella contamination at one of its plants will cost the firm around £20 million. This is not the first time this has happened. Cadbury first discovered salmonella in some products in April 2002. That discovery was not reported. In January this year, traces of salmonella were found in some of its chocolate bars. Contamination was caused by a leaking pipe. The result was that, in June, the company recalled one million chocolate bars.

Many people have criticised the fact that the company did not tell the health authorities until six months after the discovery. Concern has been expressed about the quality assurance process which the company used in manufacturing. The government's Food Standards Agency

found that Cadbury was using an out-of-date approach to risk assessment and product testing. It is thought that the company used "unreliable" methods which underestimated the possibility of contamination. Some people are currently considering legal action against Cadbury; they say they contracted salmonella poisoning from eating one of its chocolate bars.

Seven brands of chocolate are affected by the product recall. Cadbury says that it has now tested tens of thousands of items and that the chocolate on the shelves in retail outlets is safe. Ultimately, Cadbury is so famous and the brand name so strong that consultants think the salmonella incident is unlikely to have any long-term implications. Lack of consumer confidence in the brand is unlikely to be a problem.

3 Read the whole article. What do you learn about the product recall?

4 Match the words in each box to form collocations from the article.

(a)	quality	authorities
	risk	assurance
	product	assessment
	health	testing

(b)	product	outlets
	retail	confidence
	consumer	action
	legal	recall

5 Discuss the following questions in small groups. Be ready to report back your ideas to the class.

- Should Cadbury have told the public about the contamination earlier? Why / why not?
- Have you ever experienced a product recall? If so, what happened?
- Describe and evaluate any quality control / product testing procedures in your own company.