

Food Recalls *Facts & Figures*

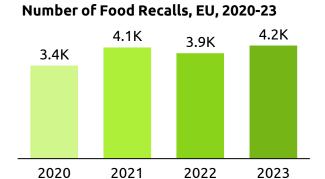
Recall Statistics

~6,400 Annual Recalls US and EU1

\$10Mn 10%

Average Recall Cost² \$100Mn²

Recalls can range from a **few units** to **millions of kilograms** of food



~65% of recalls are categorized as serious or potentially serious

Recall Cost Components

Direct Costs



Product disposal and recall execution



Communication and legal expenses



Replacement and compensation



Loss of sales and market share



Brand damage and consumer trust

Indirect Costs



Operational disruptions



18% of consumers say they would never buy from a brand that experienced a recall3

Recall Examples⁴





E.coli Cucumbers

3,950
Sick

53 €120Mn
Dead Recall Cost

At ATIKO, we prioritize food safety to keep the food supply chain hazard-free. While food recalls serve as a last defense for public health, reducing their occurrence through food safety testing cuts costs for manufacturers and helps ensure public safety.

Foodborne Illnesses⁵

420K

1 in 10

Deaths annually worldwide

People fall ill from contaminated food

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Sources:

¹Recall Enterprise System (FDA) | FSIS Summaries of Recall and PHA Cases (USDA) RASFF Rapid Alert System for Food and Feed (EFSA)

² How food recalls negatively impact consumer trust and perception (Trustwell) ³ Food trust: Giving customers confidence in your food (PwC)

⁴Leading through a food crisis (PwC)

⁵ Estimating the burden of foodborne diseases (World Health Organization)