



Consumer Advisory

Guidelines for Posting Consumer Advisory Language At Retail Grocery Seafood Departments

Section 3-603.11 of the **Kansas City Food Code** requires retail seafood departments or markets where raw shellfish or raw fish is sold or served to the consumer in a **READY-TO-EAT** form to disclose or inform the consumer of the increased risk of foodborne illness associated with consumption of raw or undercooked seafood.

Location or placement of the consumer advisory belongs at the point where the food is selected by the consumer. For a seafood department, correct placement would be on the refrigerated display counter. An example of satisfactory compliance with the Food Code would be a 4 X 6 inch placard affixed to the display case with language stating, "Consuming raw or undercooked seafood or shellfish may increase your risk of foodborne illness," **OR** "Consuming raw molluscan shellfish may increase your risk of foodborne illness, especially if you have certain medical conditions."

