



RECALL READY TRAINING WORKSHOP 2014

April 9-10
Costco Corporate Offices
Issaquah, WA (Seattle)

Register for United's exclusive
Recall Ready Training Workshop!



Act now to be ready for virtually any recall situation.

United's two-day, hands-on Recall Ready Training Workshops cover the essential elements you'll need to manage a recall.

- Understand the fundamentals of a product recall
- Know your rights and responsibilities
- Know the role of the FDA and how to work with them
- Discover strategies for limiting your liability and managing customer expectations

And learn how to develop a customized communication plan in advance of a recall, and how to effectively communicate to the industry, your customers, consumers and the news media. Presenters include Dr. David Gombas, Senior Vice President, Food Safety and Technology at United Fresh, as well as legal and communications experts from Olsson Frank Weeda Terman Matz, PC (OFW Law) and Watson Green, among the food industry's leading crisis counseling firms.

Recalls can impact the entire produce supply chain.

United's Recall Ready Training Workshops are designed for companies throughout the produce supply chain including Growers/Shippers/Packers, Processors, Wholesalers & Distributors, Retailers, Restaurant Operators and Industry Organizations.

This course is designed for you and your team.

Everyone on your produce recall team can benefit from United's Recall Ready Training Workshops. Your recall team should include management, operations, food safety/quality assurance staff, technical staff and sales/marketing/communications staff. United's workshops combine recall protocols and communication management principles to ensure that both your technical food safety staff and communication and marketing staff work together effectively and efficiently during the entire recall event.



Space is limited. Register now.

Learn more at UnitedFresh.org/RecallReady or call 202.303.3400

UNITED FRESH
**RECALL
READY**
PROGRAM

RECALL READY TRAINING WORKSHOP AGENDA

April 9-10

Costco Corporate Offices · Issaquah, WA

DAY 1

Welcome & Introductions

Speaker: Ray Gilmer, Vice President, Issues Management and Communication

Traceability and Recalls, FDA Expectations & Perspective

Speaker: FDA Representative, TBA

Recalls - Limiting Your Liability

Speaker: David Durkin, Principal Attorney, Olsson Frank Weeda Terman Matz, PC (OFW Law)

FDA Reportable Food Registry

Speaker: David Gombas Ph.D., Senior Vice President Food Safety and Technology, United Fresh Produce Association

Traceability Training Exercise

Speaker: David Gombas Ph.D., Senior Vice President Food Safety and Technology, United Fresh Produce Association

Components of a Crisis Management Plan

Speaker: Amy Philpott, Senior Director, Watson Green

DAY 2

Recap of Day 1 - Applying the Principles

Speakers: David Gombas Ph.D., Senior Vice President Food Safety and Technology, United Fresh Produce Association Amy Philpott, Senior Director, Watson Green

Managing Risk for Contamination and Recall Events

Learn how to protect your company's assets.

Crisis Exercise

Work through a simulated recall, with realistic calls from government officials, laboratory results, antagonistic reporter questions, probing customer inquiries and other elements of a recall for which you'll need to be ready.

Crisis Exercise Reports

Learn how well you and other workshop participants performed in your simulated crisis — and how you can improve your skills to be better prepared for a real crisis.

Product Recall Case Study

Hear from a produce industry executive about managing a real-world recall event.

Wrap-up & Closing Remarks

Workshop concludes at 1 p.m.

*Agenda subject to change.



**Space is limited.
Register now.**

Learn more at
UnitedFresh.org/RecallReady
or call 202.303.3400

