



NEWS RELEASE

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United Fresh Publishes Recall Resource Guide for Industry

Plan. Prepare. Be Recall Ready.

WASHINGTON, D.C. (March 27, 2017) – The United Fresh Produce Association has published the [Recall Resource Guide](#) to help the produce industry better prepare for potential recall events as part of the association's Recall Ready suite of services. The new resource provides a general overview and outline, explaining why it's critical for companies to have a recall plan; the basic components of a recall plan and response processes; how a recall plan differs from a food safety plan and traceability; and also offers additional recall-related resources. This publication, developed at the request of the United Fresh Produce Association's Fresh-Cut Processor Board, is free for download for both members and non-members of United Fresh.

"The Recall Resource Guide is a valuable tool and is an initial step-by-step checklist for the produce industry, serving as a baseline to ensure companies are taking the correct precautionary steps to be prepared for potential product recalls," said Dr. Jennifer McEntire, United Fresh Vice President of Food Safety & Technology, who designed the resource guide with Amy Philpott, Vice President, Crisis Services for Watson Green, LLC.

The **United Fresh Recall Ready Program** consists of exclusive education and training services. This initiative is a partnership between United Fresh and the legal and communications experts at OFW Law and Watson Green, LLC, which are among the food industry's leading crisis counseling firms. With both groups working together, program participants learn how to execute a recall to protect public health, comply with all government requirements, and minimize the impact on their business – all from top food safety and legal and crisis communications professionals.

To complement the new **Recall Resource Guide**, United Fresh has developed the **Recall Ready Workshop**, taking place April 10-11, 2017 in Orlando, FL. This one-and-a-half day hands-on workshop will help teach the fundamentals of a product recall and test attendees in a real-to-life crisis simulation. Hear directly from the FDA, as well as a regulatory attorney, microbiologist, and crisis communications experts on the essential elements that should be included in a recall plan and much more!

For more information on the Recall Resource Guide, Recall Ready Workshop or other program services, visit <http://www.unitedfresh.org/recall-ready-program> or contact Dr. Jennifer McEntire, at jmcentire@unitedfresh.org or 202-303-3419.

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About United Fresh Produce Association

Founded in 1904, the **United Fresh Produce Association** brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.