



## NEWS RELEASE

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## United Fresh Recall Ready<sup>SM</sup> Training Workshop Dates Announced

WASHINGTON, D.C. (October 21, 2015) – *Our motto is simple – Plan. Prepare. Be Recall Ready!* The United Fresh Recall Ready<sup>SM</sup> Training Workshop is making its next stop in the Midwest! On December 8-9 at Hamburger University in Oak Brook, IL on the McDonald's Headquarters campus just outside Chicago, the Recall Ready Team will conduct the final 2015 workshop for all produce industry members.

"You don't want an actual recall to be a training exercise and unfortunately, we know that recall events will continue to have an impact on the entire fresh produce supply chain. As an industry, we must all be committed to implementing effective strategies to protect public health, comply with government requirements and moreover, minimize the impacts on businesses," said David Gombas, Senior Vice President of Food Safety and Technology for United Fresh.

United's Recall Ready Training Workshop is designed for companies throughout the produce supply chain including Growers/Shippers/Packers, Processors, Wholesalers & Distributors, Retailers, Restaurant Operators and Industry Organizations. This unique hands-on training workshop will help companies understand the fundamentals of a product recall, including their rights and responsibilities, the role of the FDA, and how to limit liability, manage customer expectations, and develop a recall plan.

Everyone within a produce company who may work on a potential recall can benefit from this training. The workshop combines recall protocols and communication management principles to ensure that your food safety, sales, marketing, and management teams work together effectively throughout a recall event.

To register for the workshop or learn more about this and other Recall Ready programs, and in-depth personalized consultation services, please visit: [www.unitedfresh.org/recall-ready-program](http://www.unitedfresh.org/recall-ready-program)

For more information on United Fresh Recall Ready services, please contact Erin Grether Lootens, United Fresh Grassroots Manager at 202.303.3402 or [egrether@unitedfresh.org](mailto:egrether@unitedfresh.org).

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**United Fresh's Recall Ready<sup>SM</sup> Program and Recall Ready<sup>SM</sup> Training Workshop** is a partnership between United Fresh and the legal and communication experts at OFW Law and Watson Green, LLC respectively. Working together, we leverage the expertise of food safety, legal and crisis communications professionals who know what it

takes to execute a recall to protect public health, comply with all government requirements, and minimize the impact on your business.

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. And, through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption. For more information, visit [www.unitedfresh.org](http://www.unitedfresh.org).