



# RECALL READY IMPORTER SEMINAR

PLAN, PREPARE,  
BE RECALL READY

Register for United's exclusive  
Recall Ready Importer Seminar!



***If you are the U.S. owner or consignee of fresh produce at the time of entry into the U.S., or the U.S. agent or representative of a foreign owner or consignee, this seminar is for you!***

Participants will learn about:

- FDA's expectations of importers
- Import Alerts
- Importer liability during a recall
- Food safety responsibilities: Importers and their suppliers
- Crisis communication needs and crisis planning
- Being prepared for an FDA investigation
- When and how to submit a Reportable Food Registry report
- Current and future regulatory laws affecting U.S. fresh produce importers

Importers have unique regulatory, technical and crisis communication considerations during a recall. The United Fresh Recall Ready Program is now offering a one-day, recall ready seminar designed specifically for U.S. importers of fresh fruits and vegetables. With increasing produce imports, greater FDA scrutiny at the borders and ports of entry, and upcoming changes under the Food Safety Modernization Act (FSMA), it is more important than ever that importers be prepared to handle the unexpected.

Attendees will learn the unique role importers play during a recall and what importers can do to be prepared to handle a food safety event. Speakers will address FDA's expectations during a recall, regulatory laws and importer liability, food safety considerations and crisis communication needs. The seminar also includes a table-top recall exercise in which groups will go through the recall decision-making process.



**Space is limited. Register now.**

**Learn more at [unitedfresh.org/recall-ready-program](http://unitedfresh.org/recall-ready-program) or call 202.303.3400**



# RECALL READY IMPORTER SEMINAR AGENDA



## Welcome & Introductions

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

## Imported Produce: FDA Expectations & Perspective

*Speaker: U.S. Food and Drug Administration, TBA*

## FDA Regulations, Liability and Imported Produce

*Speaker: David Durkin  
Counselor, Olsson Frank Weeda Terman Matz, PC (OFW Law)*

## The FDA Reportable Food Registry

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

## Traceability Exercise - From the Border and Back

*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  
Vice President Communications, Watson Green, LLC*

## Table-top Exercise

## Networking Session



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\*Agenda subject to change.