

UNITED  FRESH

**RECALL  
READY**  
WORKSHOP

# RECALL READY TRAINING WORKSHOP 2015

PLAN, PREPARE,  
BE RECALL READY

April 9-10, 2015

Hartnell College · Salinas, CA

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 Workshop covers 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 Workshop 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 Workshop. Your recall team should include management, operations, food safety/quality assurance staff, technical staff and sales/marketing/communications staff. United's workshop combines 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.

UNITED  FRESH  
PRODUCE ASSOCIATION

**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 TRAINING WORKSHOP AGENDA

April 9-10, 2015  
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## DAY 1

### Welcome & Introductions

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

### 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.*



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\*Agenda subject to change.