Recall Ready Program

Plan, Prepare, Be Recall Ready

Recall Plan Review
$5,000
United’s team of experts will review your current plan, evaluate your regulatory, scientific and communications readiness, and write a detailed report offering suggestions to maximize your preparation for the unexpected.

Onsite Recall Training & Simulation
$15,000*
You don’t want an actual recall to be a training exercise. Get ahead of the game with a two-day recall training and simulation program led by United’s Recall Ready team.

We’ll come to your office and train your team to use your recall plan under pressure. Then the next day the Recall Ready Team will run a simulated recall, including simulated calls from government officials, confusing laboratory results, antagonistic media questions, probing customer inquiries and other surprises that help you test your plan before the real thing.

Custom Recall Plan
$15,000*
Don’t have a recall plan? We’ll help you create a plan that’s tailored for your company.

- No two recall plans should be the same because no two companies are the same. A recall plan is most useful when it takes into account your company’s size, product mix, internal resources, position along the supply chain and decision making culture. Our Recall Ready Team will work with your company to write a custom recall plan that reflects your company’s unique structure and operations.
- When finished, you will have a complete recall plan with regulatory, food safety and communication elements that fit the company.

And, when we work together to develop a custom plan, we’ll include future discounts on legal and communication services:
- Includes 20% discount on recall-related legal services with OFW Law
- Includes 20% discount on recall-related communication services with Watson Green

Executive Management Workshop
$15,000*
We know your management team is busy, and leaving the office to attend our regular Recall Ready workshop may be difficult. So let us bring our workshop to your managers. Our Recall Ready team will travel to your company and provide a full-day workshop designed for you and your management team. Managers will learn how to prepare for a recall, the company’s legal responsibilities during a recall, how to determine if a recall is necessary and how to work together to carry one out. And in a table-top exercise based on your company, its products and its production processes, your management team will experience the recall decision making process. Designed for 15-20 people, this option allows your entire team to receive the benefits of our recall ready workshop without having to leave the office.

Annual Maintenance Program
$5,000*
Your company has already developed a sound recall plan and tested it using our Recall Ready training and simulation option. Now protect your investment and keep your team recall ready with our annual maintenance program. Twelve to eighteen months after the company’s last Recall Ready simulation, we will retest your team and the plan with another simulation. We’ll also review your plan and suggest updates, if necessary. Don’t let time erode your preparedness level — stay recall ready.

Attention All Associations
Include us in your member training and education program. We will work with you to design a commodity-specific recall ready offering that meets your members’ needs. Call us for more information and pricing.

* plus travel expenses
The United Fresh Recall Ready Program gives you peace of mind. When the FDA calls you recommending a recall, you’ll be ready thanks to United Fresh’s Recall Ready Program. This new program is a partnership between United Fresh and the legal and communications experts at OFW Law and Watson Green, among the food industry’s leading crisis counseling firms. 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.

Choose the best option to ensure you’ll be ready BEFORE and AFTER that call from FDA.

PROGRAM BENEFITS

The Recall Ready Program is unique because it:

Includes professionals in three distinct fields. Our program is a partnership between United Fresh and the legal and communication experts at OFW Law, known for its expertise in food and drug regulatory law, and Watson Green, among the food industry’s leading crisis counseling firms. Working together, we leverage the expertise of food safety, legal and crisis communication professionals who know what it takes to execute a produce recall to protect public health, comply with government requirements, and minimize the impact on your business.

Offers unique services. While others may offer recall planning, we know of no other program that offers the same intense onsite, two-day training and simulation. While others offer table-top exercises, our simulations go a step further, testing the company at both the decision-making and response levels. Everyone from the office receptionist to the CEO is involved in the training and simulation. We believe this in-depth experience is the only way to truly ensure your company is prepared for the unexpected.

MEET THE TEAM

Dr. Jennifer McEntire
United Fresh Produce Association
Food Safety

David Durkin
Olsson Frank Weeda Terman Matz, PC
FDA Regulatory Law

Amy Philpott
Watson Green, LLC
Crisis Communication

Contact United Fresh today to learn more about the United Fresh Recall Ready Program.
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