



COURSE AGENDA

DAY 1 (9:00 a.m. – 5:00 p.m.)

Welcome & Introductions
 Traceability and Recalls, FDA Expectations & Perspective
 Recalls – Limiting Your Liability
 Intro to Traceability
 Lunch
 Traceability Training Exercise
 Components of a Crisis Management Plan
 Product Recall Case Studies

DAY 2 (8:30 a.m. – 3:00 p.m.)

Continental Breakfast
 Recap of Day 1 / Applying the Principles
 Hands-on Crisis Exercise
 Lunch
 Crisis Exercise Reports & Critique
 Wrap-up & Closing Remarks

DAY 3 (7:30 a.m. – 12:00 noon)

***Separate Registration Required**
Limited to 15 people

Continental Breakfast
 Professional Media Training, *Facilitator: Watson & Mulhern*

Visit www.unitedfresh.org
 for more details

REGISTRATION

Course Dates	Course	Pricing	
		Member	Non-Member
Baltimore, MD			
November 8-9, 2007	Recall Training	\$895	\$1195
November 10, 2007	Media Training	\$995	\$1295
November 8-10, 2007	Both Courses*	\$1695	\$2395
San Francisco, CA			
February 28-29, 2008	Recall Training	\$895	\$1195
March 1, 2008	Media Training	\$995	\$1295
Feb. 28 – March 1, 2008	Both Courses*	\$1695	\$2395

Register online at www.unitedfresh.org

For additional registration and housing information, contact United Fresh Education Manager, Beth Berman, at bbberman@unitedfresh.org or 202-303-3400 ext. 405. Ask us about our group rates for three or more persons from the same company.

***Best value! Register for both courses and save.**

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United Fresh
 RESEARCH & EDUCATION
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Presents

Training for a Recall, Communicating Under Fire

**Learn How to Prevent a Product Recall
 From Becoming a Crisis**

November 8-10, 2007
 Baltimore, MD

February 28- March 1, 2008
 San Francisco, CA

How do you know when a product recall is necessary?

What would you do if regulators or a customer called today and suggested that you issue a product recall?

How would you protect your company's reputation, your customers and consumers?

What should you do from a legal standpoint?

Do you know the steps that will help you quickly and efficiently trace and recall a product?

WE HAVE THE ANSWERS!



"A recall is something that you can never be too prepared for. Your entire staff must be prepared for what to do before, during and *after* a recall. The actual recall logistics and the communications function cannot be separated; they are equally critical to your company reputation. For these reasons, the new United Fresh "Training for a Recall, Communicating Under Fire" course is something that every company should attend."

Nelia Alamo,
Director of Sales & Marketing,
Gills Onions LLC

Training for a Recall, Communicating Under Fire

This two-day, hands-on training program, offered by the United Fresh Research & Education Foundation, will help you:

- **Learn what you must do to get your company through a traceback and product recall as smoothly as possible.**
- **Gain the knowledge and confidence you need to implement a product recall and develop a crisis plan.**
- **Hear from legal professionals, FDA staff and communication experts, plus learn from industry leaders who *thought* they were ready for a recall.**
- **Take control of your future.**

If a product recall is not properly handled by your entire recall team, it can quickly turn into a crisis situation. This course will combine recall protocols and communication management principles to ensure that everyone on your company recall team knows how to work together effectively and efficiently in a product recall situation.



PLUS! See Yourself on Camera with Personalized Media Training!

(Separate registration)

The only way to be truly prepared for the media is to practice. In addition to the two-day training course, United Fresh is offering a customized, media training session that will prepare you for the stresses of a real-life interview. Our communication experts will teach you how to deliver your messages while being aggressively interviewed in front of the camera. Take what you learn and apply it to phone interviews, radio interviews and other crisis communication situations.

This half-day media course is limited in size to 15 attendees to ensure personalized attention and maximum benefit. Each attendee will have an opportunity to be on camera and experience mock media interviews.

This personalized media training is a must for anyone who wants to feel confident when *communicating under fire!*

WHO SHOULD ATTEND?

Operations managers
Inventory control managers
Q&A technicians

Communication and marketing professionals

Anyone on your company Recall Team

Anyone on your company Crisis Management Team

Customer or representative services

Growers/Shippers/
Packers

Processors

Wholesalers/Distributors

Retailers

Restaurant operators

Associations /Commodity Boards



WHEN & WHERE?

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2-day Recall Training

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March 1, 2008

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