

Be Recall Ready...

Preparing Georgia Fruit & Vegetable Producers for Recalls

Brought to you by the
Georgia Fruit & Vegetable Growers Association
In partnership with United Fresh Produce Association and Watson Mulhern

August 10, 2010
UGA Tifton Campus Conference Center
15 RCD Road, Tifton, Georgia

Agenda

Tuesday, AUGUST 10, 2010

- 7:30 a.m. – 8:00 a.m. Registration & Continental Breakfast**
- 8:00 a.m. – 8:10 a.m. Welcome & Introductions**
- 8:10 a.m. – 9:10 a.m. FDA on Traceability and Recalls Questions and Answers**
Speaker: Arnold Best, FDA Atlanta District Recall Coordinator
- 9:10 a.m. – 9:20 a.m. The Georgia Department of Agriculture's Side of a Recall**
Speaker: Oscar Garrison, Assistant Commissioner of Agriculture
- 9:20 a.m. – 10:05 a.m. The Grower's Legal Liability During a Recall Questions and Answers**
Speaker:
- 10:05 a.m. – 10:20 a.m. Break**
- 10:20 a.m. – 11:05 a.m. Traceability at the Producer Level & its Role in a Recall**
Speaker: David Gombas, Sr. VP of Food Safety and Technology, United Fresh Produce Association
- 11:05 a.m. – 12:35 p.m. Components of a Crisis Management Plan**
Speaker: Amy Philpott, Senior Director, Watson Mulhern LLC
- 12:35 p.m. – 1:20 p.m. Lunch**
- 1:20 p.m. – 2:05 p.m. Recall Crisis Communications for Producers**
Speaker: Amy Philpott, Senior Director, Watson Mulhern LLC
- 2:05 p.m. – 2:20 p.m. Break**
- 2:20 p.m. – 4:50 p.m. Interactive Crisis/Recall Exercise**
Leader: David Gombas & Amy Philpott
- 4:50 p.m. – 5:50 p.m. Crisis Exercise Group Reports**
Leader: David Gombas & Amy Philpott
- 5:50 p.m. - 6:00 p.m. Wrap-up & Closing Remarks**
- 6:00 p.m. Adjourn**