NMDA
New Mexico Department of Agriculture

NM STATE
BE BOLD. Shape the Future.
College of Agricultural, Consumer and Environmental Sciences
Cooperative Extension Service

PLAN. PREPARE. BE RECALL READY.

UNITED FRESH
RECALL READY
WORKSHOP

The United Fresh Recall Ready Workshop is an exclusive education and training service that leverages the expertise of the food industry's leading professionals, in partnership between United Fresh Produce Association, and the legal and communications experts at OFW Law and Watson Green, LLC, among the food industry's leading crisis counseling firms in Washington, DC.

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.

The Recall Ready Workshop is a one-day, hands-on training that will help you and your company understand the fundamentals of a product recall, including your rights and responsibilities, the role of FDA or state regulatory
agencies, how to limit your liability and how to manage customer expectations. You'll also get an in-depth look how to effectively communicate to the industry, customers, consumers and the media with the proper communications plan.

Location, Date and Time

Las Cruces Convention Center, 680 East University Avenue
Wednesday, November 6, 2019
7:30 am- 5:00pm

Cost: $20 in advance online; $50 at door
Includes lunch, manual and certificate of course completion

Please register at: https://aces.nmsu.edu/preparedness/recall-workshops.html.

Registration Deadline is November 1, 2019; Checks payable to NMSU must be received by November 1, 2019
Attn: Janet Witte, NMSU College of ACES, PO Box 30003, MSC 3AE, Las Cruces, NM 88003

If you are an individual with a disability who is in need of an auxiliary aid or service, please contact Janet Witte by October 16, 2019 at 575-646-5949 or jswitte@nmsu.edu

New Mexico State University is an equal opportunity/affirmative action employer and educator.
NMSU and the U.S. Department of Agriculture cooperating.

United Fresh Recall Ready Workshop

TRAINING FACILITATORS:

Dr. Emily Griep
United Fresh Produce Association

David Durkin
OFW Law

Amy Philpott
Watson Green, LLC

LOCATIONS:

Las Cruces, November 6, 2019
Las Cruces Convention Center
680 East University Avenue
Las Cruces, NM 88001

Albuquerque, November 7, 2019
Indian Pueblo Cultural Center
2401 12th Street NW
Albuquerque, NM 87104

Workshop Agenda

7:30 – 8:00 am	Registration, Check In, Hot Breakfast
8:00 – 8:30 am	Welcome, Introductions & Class Overview
8:30 – 10:00 am	STAGE 1: Recall Trigger Event, Table Discussion, Report Out, & Lecture
10:00 – 10:45 am	NMDA- FDA Recall Coordination, Matt Gaskins, NMDA
10:45 am – Noon	STAGE 2: Follow on from Stage 1, Report Out, & Legal Lecture
Noon – 12:45 pm	Lunch *(full lunch provided)*
12:45 – 1:00 pm	STAGE 3: Decision Time
1:00 – 3:45 pm	STAGE 4: Communications Lecture, Scenario & Practicing Communications
3:45 – 4:45 pm	STAGE 5: Recall Situation Recovery & Lecture
4:45 – 5:00 pm	Evaluations, Final Questions & Wrap up

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