



Preventing a Recall – Protecting Your Food Business
What Food Entrepreneurs Need to Know About Food Safety and Product Recalls
Presented by NCDA&CS
Food & Drug Protection Division and Marketing Division

AGENDA

Date: Thursday, September 17, 2009
Location: Governor James G. Martin Building, NC State Fairgrounds, Raleigh, NC
Time: 8:30 a.m. – 3:45 p.m.
Cost: \$30 per person, includes breakfast and lunch

Registration Deadline: September 8, 2009

Space is limited to 40 participants

Who should attend:

Small food entrepreneurs and food producers who sell directly to the public
Meat handlers and others producing and selling meat products
Individuals who want to take steps to assure food safety at all steps of the production process
Individuals interested in developing food recall plans to protect their businesses
Individuals who want to expand market outreach and are required to obtain products liability insurance to enter new markets
Program Agenda:

8:30 – 8:45: Registration & Networking

8:45 – 9:00: Welcome & Introduction to the Food Safety & Defense Taskforce

9:00 – 9:30: Lessons from the Food Safety Front: What if you had used peanut butter in your products?
Wendy Campbell, NCDA

9:30 – 10:00: Recall 101: Recall definition, classifications, recalls vs. consumer alerts/warnings, etc.
Harold McDowell, NCDA

10:00 – 10:15: Break

10:15 – 11:00: The economics of food recalls: What a recall can cost your business
Annette Dunlap, NCDA

11:00 – 12:00: What to do if you need to issue a recall: Recall Procedures – Agency Roles
FSIS/State Meat Inspection Role – Harry Wilson
NCDA CS Role – Wendy Campbell
NC DENR Role - Cris Harrelson

12:00 – 1:00: Lunch John Kimber, Director, NC Sweet Potato Commission Foundation

1:00 – 2:00: How to conduct a recall: Exercise/scenario involving Class 1 Recall

2:00 – 2:30: What we learned: Feedback on exercise and improving the recall process

2:30 – 2:45: Break

2:45 – 3:30: If a recall is needed: How to communicate with your customers and the public if you have to do a recall

3:30 – 3:45: Program Evaluations and Wrap-Up



Registration Form

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MAKE CHECK PAYABLE TO: NC AG PROMOTIONS, INC.

Send your completed registration form to:

Annette Dunlap, Agribusiness Developer
Division of Marketing
North Carolina Department of Agriculture & Consumer Services
1020 Mail Service Center
Raleigh, NC 27699-1020

Name: _____

Preferred name on nametag: _____

Business Name: _____

Mailing Address:

Street/P.O. Box: _____

City: _____ State: _____ Zip: _____

Phone: _____ Alternate phone: _____

E-mail: _____

Type of food product(s) you make:

Registration Deadline is September 8, 2009
Make sure your check is made payable to:
NC AG PROMOTIONS, INC.