

WSFMA 2016 Annual Conference - Food Safety Communications Workshop

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Resources and References

Food Safety Communications

Sample Crisis Communication Plans, Templates & Tips

“Crisis Communications Guidelines: From Producer to Consumer”

From Cornell University Cooperative Extension & Farmers' Market Federation of New York

<http://nyfarmersmarket.com/wp-content/uploads/Crisis-communication-guidelines.pdf>

“Crisis Communication Plan Nonprofit Toolkit”

<http://www.coloradononprofits.org/wp-content/uploads/crisiscomm.pdf>

Ready.gov Crisis Communications Plan

<http://www.ready.gov/business/implementation/crisis>

International Food Information Council Foundation's downloadable comprehensive Communicators Guide to Improving Understanding. (pgs. 41 - 46) <http://www.foodinsight.org/foodsafetyguide>

Product Recall Resources

“WSDA Fact Sheet #21 Product Recalls” from the *WSDA Handbook for Small and Direct Marketing Farms*

<http://agr.wa.gov/marketing/smallfarm/greenbook/docs/21.pdf>

National Food Safety and FDA Recalls Website - examples of recall statements

<http://www.foodsafety.gov/>

Public Health Seattle King County *Public Health Insider* blog – Example of local recall communications updates

<http://publichealthinsider.com/2015/09/01/public-health-investigates-e-coli/>

Food Safety Practices at Markets and on Farms

“Food Safety Recommendations for Farmers Markets” from Cornell Cooperative Extension and Farmers' Market Federation of New York <http://www.nyfarmersmarket.com/about-food-safety/>

WSDA's “Bridging the GAPS” On-Farm Good Agricultural and Good Handling Practices Guide

<http://agr.wa.gov/inspection/GAPGHP/guide.aspx>

Food Safety Magazine piece on Food Safety and Farmers Markets. Judy Harrison. (2014, June/July) identifies some risk mitigation actions Market Managers can take.

<http://www.foodsafetymagazine.com/magazine-archive1/junejuly-2014/food-safety-and-farmers-markets/>

Food Safety Communications in the News

New York Times opinion piece: Farmers Markets and Food-Borne Illness. Marc F. Bellemare. (2016, Jan. 15) http://www.nytimes.com/2016/01/17/opinion/sunday/farmers-markets-and-food-borne-illness.html?_r=0

Forbes piece on Chipotle's communications: Chipotle's E. Coli Crisis: P.R. Experts Say It's handling It Right. Geoff Williams. (2015, Nov. 4) <http://www.forbes.com/sites/geoffwilliams/2015/11/04/can-chipotle-survive-its-e-coli-crisis-pr-experts-seem-to-think-so-and-offer-advice/#51bfc6d81644>

Vitals blog from Lifestacker posts:

How Companies Win Back Your Trust After a Food Safety Scare. Beth Skwarecki. (2015, Dec. 22) <http://vitals.lifehacker.com/how-companies-win-back-your-trust-after-a-food-safety-s-1749282625>

SPINWEB blog post: 3 Great Examples* of Crisis Management on Social Media. Stephanie Fisher. (2013, Aug. 2). <http://blog.spinweb.net/3-great-examples-of-crisis-management-on-social-media>

**Not food safety related but helpful*

Bloomberg Business feature story: Inside Chipotle's Contamination Crisis; Smugness and happy talk about sustainability aren't working any more. Susan Berfield, (2015, December 22)

<http://www.bloomberg.com/features/2015-chipotle-food-safety-crisis/>

