



Crisis Management

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Learning Objectives

- Understand why crisis management preparation is valuable to your farm
- Provide an overview of things you should consider doing to prepare for a crisis BEFORE a crisis happens



What is a Crisis?

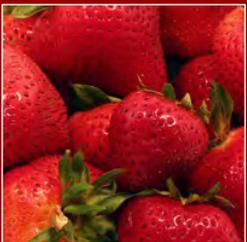
- A crisis requires an immediate response
- May persist for an undetermined amount of time
- Could be natural, staged, accidental or deliberate event
- Likely impacts the farm, and usually not in a good way



Crisis Management Plan....Why?

The time to develop a crisis management plan is **BEFORE** a crisis.

- What happens if the farm owner and/or manager are injured or killed in an accident?
- What is the first thing you would do if you thought your product was involved in a foodborne illness outbreak?



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Crisis Management Plan Pieces

- Crisis Management Team
- Training
- Farm Operations Priority List
- Managing the Media
- List of Farm Resources



Crisis Management Team

- If you have enough people on your farm, develop a crisis management team
 - If not, you may need to use external resources to build a team
- Make certain people on the team know they are on the team and know their responsibilities
- Will likely require getting together to discuss the process



Individuals make up a Team

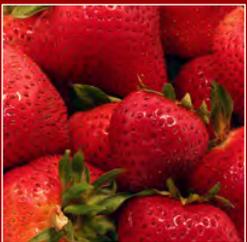
- Everyone has certain talents
- Do not put people you know cannot handle pressure in a pressure position
- Crisis situations will result in many needs, consider who has the best talents for likely areas of need
 - Dealing with the media vs. Getting food

Who is on your team?



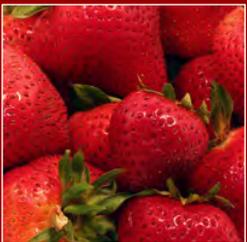
Crisis Management *TRAINING*

- Depending on your farm size, you may have employees that are not on the Crisis Management Team
- Include crisis management expectations in your worker training
- Does not need to be lengthy
 - Who are key contact for them in a crisis
 - Who is the designated media contact



Farm Operations Priority List

- What needs done everyday?
- What can be ignored?
- For how long?
- Are there people who can assume some of the responsibility for operations?
 - Family members
 - Close friends/neighbors



Farm Operations Priority List

What is on your list?



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Media Training

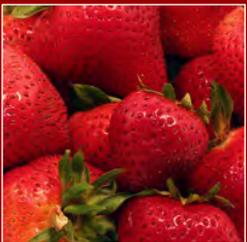
- Have at least one person on the farm trained in how to deal with the media
 - A Crisis is 24 hours a day and no one person can work 24 hours a day. Two people is better
- Designate person(s) as the media contact for the farm
 - Tell all employees who the designated media person is and encourage them to use that person in a time of crisis.



Media Training

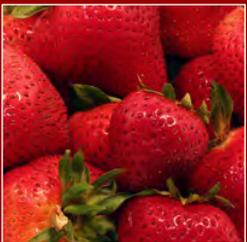


- Working with the media is a skill
- A bad media interaction can make something small into a much larger issue
- A good media interaction can do wonderful things even if the situation is bad.



Media Basics

- Tell the truth, if you don't know- say so!
- Speak for the record
- Avoid “no comment”
- Know the media's role
- Be prepared and respond promptly
- Make key points
- Respect deadlines



Contact List

- Create a list of critical contacts
- List can include internal as well as external individuals and companies
 - Chemical suppliers
 - Lawyers
 - Industry/ Trade group representatives
 - Buyers
- Store it in an accessible location



Summary

- A crisis can occur at any time
- Prepare for a crisis before it happens
- Assign team members
- Assemble lists of priorities and contacts
- Assign one or two team members as the media correspondents

