

**SCENARIO:** A baby food processor received a customer complaint about small glass fragments in a jar of their baby food. The processor called TAG in need of immediate assistance – needing to fully understand the food safety and public health risk, mitigate any further potential loss, and protect the brand while protecting consumer health first.

**SOLUTION:** With the first step needed being that of initiating a Class I recall, TAG responded immediately with instrumental advice to limit the scope, guide investigations, craft communications, provide third-party call center support, and be a trusted sounding board for the recall team and the company's senior leadership.

Through *Crisis and Recall Management* assistance, TAG helped the client define the recall classification, depth and scope; initiate the process of regulatory reporting; and craft language to respond to regulatory questions. Additionally, a *Health Hazard Evaluation (HHE)* was performed to help the client determine the level of health risk given the concern for public health, and TAG's strategic advice assisted the client in making final decisions during recall team meetings.

When a recall is initiated, a great deal of regulatory interaction will be required – interaction that is not in the normal day-to-day realm for the food industry. Experienced in such *Crisis Communication Management*, TAG acted as the liaison between the client and regulatory agency, assisting in the development of a positive relationship for the two, and helping the client develop responses to the recall-related 483 and NR.

Because recalls also involve a need for consumer and media communication, TAG provided a full review of the client's communication strategies and messaging; helped develop FAQs for consumer education through a regulatory, legal, and brand reputation lens; and assisted in the engagement of a *Call Center* and a public relations firm through TAG's Network Partner Program to support anticipated media and consumer inquiries when the recall was announced.

To help prevent future occurrence, TAG conducted a Root Cause Analysis with strategies and assistance for identifying the source and establishing appropriate corrective actions. Through the evaluation of traceability and production records, TAG also was able to provide guidance in determining – and minimizing – the scope and amount of product needing to be recalled.

**RESULTS.** Having the experience and knowledge of managing recalls not only enabled TAG to offer a variety of solutions to successfully manage the recall, through its Scope Determination guidance, TAG was able to restrict the product recall to a controlled 10-minute production window. Additionally, the detection of the root cause and establishment of corrective actions is helping prevent recurrence and enhance operations; the crisis and recall management review and development helped evaluate practices, policies and procedures that may have led to the need for a recall; and TAG's recommendations on follow-up processes to consumer complaints will help the client determine their legitimacy – and help protect the company's brand and image.

Brand Protection is top of mind and top priority for both TAG and the client through any crisis. If you are facing a crisis or recall – or want to get ahead of the game by ensuring you have a best-in-class Crisis and Recall Management Program, contact TAG today. TAG will always serve as an overall advisor to ensure your consumers and brand are being best protected.

