Risk Communications in the U.S. Food & Beverage Industry

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Grocery Manufacturers of America
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“Try to relax and enjoy the crisis.”

Ashleigh Brilliant
The U.S. Food Industry: Big Industry, Big Issues

- Acrylamide
- Obesity
- Biotechnology
- Corporate Misconduct
- Bioterrorism
- Food Safety Scares
- Y2K
- Environmental Disasters
- Product Recalls
- Tampering
- Product Downsizing
A Balancing Act:
Industry, Government, Media, Critics
The Industry

- Hershey Foods Corporation
- Dean Foods
- Con Agra
- General Mills
- Procter & Gamble
- Heinz
- Dole
- Campbell's
- The Coca-Cola Company
- Kellogg's
- McCormick & Company, Inc.
- Anheuser-Busch Companies
- American Greetings
- SC Johnson Wax
- Del Monte
- The Dial Corporation
- Quaker
- GMA
The Government

USDA CHOICE

Approved by FDA

[Images of the Capitol Building, The White House, and a bottle with 'Approved by FDA']
The News Media

- CNN.com
- The New York Times
- MSNBC
- Los Angeles Times
- latimes.com
- San Francisco Chronicle
- Chicago Tribune
- abcNEWS

GMA
The Critics
Lessons Learned

Strategic

Practical
Practical Lessons

Prepare, Prepare, Prepare, Prepare...
Practical Lessons

Be Agile,
Be Quick
Practical Lessons

Know When to Push the Envelope
Strategic Lessons

Get In-Sync with the Government
Strategic Lessons

Coordinate with Industry Allies
Strategic Lessons

Think Ahead!
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Q&A

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