Leadership: Where Food Risk Communication Begins and Ends
April 5, 2016
Risks are abundant!
Key Elements to Risk Communication

Build a strong risk assessment tool and process
- tool
- team
- process
- frequency

Take every opportunity to educate leadership team
- timing
- process
- demonstrate an understanding of the business implications

Communicate risk appropriately
- timing
- prepare
- provide economics
- consumer facing messaging!
Create your process

- **Pick a tool**
- **Assemble a team**
- **Define risk**
- **Use information available**
- **Understand process or object being assessed**
- **Determine trigger to assessments**

<table>
<thead>
<tr>
<th>Likelihood of the hazard happening</th>
<th>0 - 5 = Low Risk</th>
<th>6 - 10 = Moderate Risk</th>
<th>11 - 15 = High Risk</th>
<th>16 - 25 = extremely high unacceptable risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost Certain</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Will probably occur</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Possible occur</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Remote possibility</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Extremely Unlikely</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<table>
<thead>
<tr>
<th>Severity of the potential injury/damage</th>
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<tbody>
<tr>
<td>Insignificant damage to Property, Equipment or Minor Injury</td>
</tr>
<tr>
<td>1</td>
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</table>
Types of Risk

• Brand integrity
• Consumer Safety
• Consumer Perception
• Employee Safety
• Productivity
• Financial
Identify Risks

• Assess it all!

• Look at product use and consumer perception
Prepare your leadership team

• Take time to educate on general risks of products
• Educate on the process used to assess risk
• Take opportunities to insert education
• Keep team informed of new developments/learnings
• Know your team
Communication of Risk

Never in a crisis!

Timing and Frequency
- New products/process
- New information

Determine what level is appropriate to communicate internally and externally

Consumer level
- Package
- Website
- Social Media
Nothing is static – always be prepared for new challenges.....
Thank you!

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