

# JIFSAN Symposium Communication Scenario

April 4, 2016

All names, events and details in this scenario are fictional.  
Any similarities to real events are coincidental.

# The Company:

- Family-owned and operated, private company, located in Yuma, AZ
- Company buys romaine lettuce from domestic growers
- Cleans, cuts and packs raw product in the company facility
- Sell two different products: bagged RetailerA private-label chopped romaine lettuce, and bagged Company1-labelled salad mix that includes romaine lettuce, carrots and red cabbage.



**RetailerA**  
Chopped  
Romaine  
Lettuce

16 oz.

**Company1**  
Garden Salad  
Mix

Romaine  
lettuce  
Carrots  
Red Cabbage

24oz.

# The Company:

- Sell both products to RetailerA's distribution centers in AZ, CA and ID, which together supply RetailerA stores in 11 western states
- Single supplier of these products to RetailerA at this time of year
- Adheres to all OSHA, EPA and FDA guidelines and regulations.
- Requires your suppliers (growers) to be members of the Arizona Leafy Greens Marketing Agreement, a leafy green food safety organization that sets growing standards and environmental testing protocols

# The Company:

- Have a good food safety plan
- Have a very active social media sales and marketing team
- Have a Website; Facebook page is Company1; Twitter account is @Company1, Instagram and YouTube
- Daily, online search terms: Company1; RetailerA; romaine lettuce;

# The media environment in which you operate



# Your role:

- You work for Company1
- You are the Vice President of Communication at Company1
- The Sales & Marketing Department at Company1 includes a Digital Communities Manager and reports to the VP of Sales
- All Vice Presidents at Company1 serve on both the Crisis Management Team and the Recall Response Team
- The Digital Communities Manager is on the Recall Response Team, but not on the Crisis Management Team

# Day 1, morning

- The Company1 Crisis Management Team Lead calls the team into the conference room and explains:

RetailerA called today to inform the company about a recent visitor post on its Facebook Page:



**Martha M.**

5 hours ago · Phoenix, AZ

 Like Page

Bought several bags of your chopped romaine lettuce at my Phoenix, AZ RetailerA store about a week ago. I loved it – I ate a salad every night! I made a wonderful Cesar salad over the weekend, and then barfed it back up...for two days! It was terrible! I left a message for the store manager, but no one has returned my call. Wish I had kept the bag. Please take this product off the shelf so others do not succumb to the same fate!

- RetailerA provided the Facebook Friend with Company1's website address and the phone number listed on the website.
- The rest of the team investigates the situation (reviewing food safety records, conducting product traceback and traceforward, health hazard analysis, etc.).
- **Identify 3 different audiences with whom the company may have to communicate and draft 3 talking points for each.**



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# Lunch

Day 1

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# Day 1 Symposium Wrap-up

George Evancho, JIFSAN, Symposium Chair