



## **National Mango Board Recall Resource**

Government officials may request or demand a recall of product for several reasons, including incorrect labeling, unsupported health claims, or suspected contamination. Recall of product throughout the distribution chain due to a possible contamination has increased in the produce industry. Recalls are expensive, time consuming and may leave many questions unanswered. In an effort to help a mango shipper get through a product recall, the following was put together.

***What to expect from health agencies.*** When a product is linked to an outbreak, in most cases, the local or state health department will be the initial investigator. The public health agencies may learn of a spike in illnesses often linked to food safety issues and begin an investigation. This may include asking those who are sick what they recently ate. If a pattern emerges, the investigator may go to restaurants or retail outlets. The investigation process, state or local health officers may contact you. The investigator may test product in your warehouse and ask you to provide trace back capabilities. A strong trace back system is critical here.

The results of these local investigations are reported to a network of health officials that includes the Centers for Disease Control (CDC) and the Food and Drug Administration (FDA). While local health laws may authorize recalls, it is often a decision that falls to FDA. FDA will present you with their findings, the agency may request that you execute a voluntary recall, or it may order the recall of the product. An attorney with experience dealing with FDA will be an important part of your team to help you navigate these issues.

***If you execute a recall;*** A recall demands strong and regular communication with your customers and your suppliers. Like any business transaction, the legal documents such as contracts may set out the details of what will be expected. In some cases, customers may ask for particular requests. These requests must be weighed against customer relationships, regardless if they are covered by the contract or are important in order to maintain the business relationship. Some customers may require you to have a toll free number that may be shared with consumers. Understanding your telephone service capabilities here is critical. Executing a recall will require you to communicate to the media and consumers. An experienced communications expert is recommended to help you. While the National Mango Board (NMB) provides a [crisis response plan model on-line](#), it is recommended you have a plan specific to your company's unique needs.

Following is a list of resources you may need as you execute a recall:

- CDC Website
  - <http://www.cdc.gov/>
- FDA (specific web location)
  - <http://www.fda.gov/safety/recalls/industryguidance/default.htm>
- Produce Marketing Association (you will need your password & user name to enter)
  - <http://www.pma.com>
- United Fresh (you will need your password & user name to enter)

- <http://www.unitedfresh.org>
- The Packer
  - <http://www.thepacker.com>
- Produce News
  - <http://www.producenews.com>
- NMB PLU List
  - <http://www.mango.org/industry/downloads>
- NMB Issues and Crisis Response Guide
  - <http://www.mango.org/industry/downloads>
- Attorneys
  - Gilbert LLP (Washington, DC) <http://www.gotofirm.com> (202) 772-2200
  - Stokes Law Office, LLP (Texas) <http://stokeslawoffice.com> (210) 804-0011
  - Martin Law Office (Florida) [www.martinpa.com](http://www.martinpa.com) (863) 686-6700
  - Keller and Heckman, LLP (Washington, DC) <http://www.khlaw.com> (202) 434-4100
- Crisis communicators
  - Charleston Orwig (Wisconsin) <http://www.charlestonorwig.com> (262) 563-5100
  - CMA Builds Trust (Missouri) <http://www.cmabuildstrust.com> (816) 880-0204
  - Florida Fruit & Vegetable (Florida) FFVA Public Affairs Director <http://www.ffva.com> (321) 214-5206
  - Beacon Advisors (Illinois) <http://www.beaconadvisors.us> (773) 281-1100
  - Watson Green LLC (Washington, DC) <http://watsongreenllc.com> (202) 384-1840
  - At the Table Public Relations (Florida) <http://www.atthetablepr.com> (813) 251-4242
  - Wragg & Casas Public Relations Inc. (Florida) <http://www.wraggcasas.com> (305) 372-1234
  - SS PR (Illinois) [www.sspr.com](http://www.sspr.com) (847) 415-9347
  - Dublin & Associates Inc. (Texas) <http://www.dublinandassociates.com> (210) 227-0221
  - Kimberly Public Affairs (Texas) <http://www.kimberlypublicaffairs.com> (713) 328-5151
  - Lee & Associates, Inc. (California) <http://www.leeassociates.com> (323) 938-3300
- Recall Insurance
  - McAfee Insurance Agency (Texas) <http://www.mcafeeagency.com> (956) 565-2481
  - Western Growers (California) <http://www.wga.com/insurance> (949) 863-1000

- Capitol Risk Concepts (New York) <http://www.crclimited.com> (212) 868-8000
- Catlin Group (Florida) <http://www.catlin.com> (305) 468-4167
- Parker, Smith & Feek (Washington) <http://www.psfinc.com> (425) 709-3600
- Liberty International Underwriters (New York) <http://www.liu-usa.com> (212) 208-4100
- Houston Casualty Company (Texas) <http://www.hcc.com> (713) 462-1000
- The Horton Group (Illinois) <http://www.thehortongroup.com> (708) 845-3000
- Continental Western Insurance Company (Iowa) <http://www.cwgins.com> (515) 473-3000
- XL Group <http://xlgroup.com/> California (213) 239-0366
- CoverX Specialty (Michigan) <http://www.coverx.com> (800) 762-6837
- List of suppliers who've executed a produce recall
  - Larry Nienkerk, Splendid Products <http://www.splendidproducts.com> (650) 342-4380
  - Will Steele, Frontera <http://www.fronteraproduce.com> (956) 381-5701
  - Andrés Ocampo, HLB Specialties <http://www.hlbspecialties.com> (954) 475-8808
  - Dante Galeazzi, Rio Queen <http://www.rioqueencitrus.com>
  - Eric Viramontes, Visión y Servicios <http://www.visionyservicios.com/es/> (520) 860-0229

***What is the NMB's job in a recall?*** A recall directly affects the individual company, but it also affects the entire industry. The NMB's job is to provide the facts and tell the mango story to the media. We do this by responding to or –reaching out to social, broadcast and print editors as appropriate across all audiences (consumer, retail, foodservice produce trade, etc.). Telling the mango story to the media in the time of a recall is critical because it gives the mango industry the chance to tell our side of the story and to keep it focused on the known facts and not stray into assumptions. The NMB answers any media inquiries on behalf of the industry. We also keep the associated industries aware of the issue by working directly with retailers and foodservice professionals. The NMB also works closely with the state and federal agencies related to a specific recall. We share any updates/news from the agencies with the mango industry.