

## Food Recalls

When a food company experiences a crisis— a foodborne disease outbreak, possible bioterrorism threat, product recall, food product tampering, government enforcement activity, or even a natural disaster—it needs a multidisciplinary approach to crisis management. Along with the disaster comes allegations and blame, and you can often be faced with calls for government action or congressional or agency scrutiny. You need quick assessments and careful responses, and you need damage control.

Our lawyers help you prepare for and manage a crisis situation, foster the opportunity for measured response, and ensure that appropriate actions are taken by the government in the wake of the event. With our far-reaching experience and contacts, our lawyers provide not only legal and regulatory counsel in crises but also frequently serve as members of companies' crisis management teams.

Our experience includes a comprehensive understanding of food production, processing, and distribution, complemented by an encyclopedic knowledge of the laws and regulations that apply to all aspects of food manufacture, distribution, and marketing; the ability to reach out to a network of federal and state regulators, technical experts, laboratories, and related experience through almost 30 years of involvement with the Association of Food and Drug Officials and its committees; and public relations management experience.

### Representative experience

Guided and limited the scope of recall initiatives undertaken

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### Practices

Food Law

Crisis Leadership Team

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by food and consumer products manufacturers regulated by the FDA, the Department of Agriculture, and the Consumer Product Safety Commission.

Advised major international food manufacturers and distributors on training in-house employees on best practices of crisis management and recalls.

Represented large food manufacturer after a massive recall due to listeria monocytogenes, advising the company throughout the recall and the reopening of several facilities.

Represented a major food manufacturer that received product that had the potential to be contaminated with undeclared milk.

Worked closely with multiple companies after a recall to help them develop the programs and procedures to support the resumption of operations.

## Latest thinking and events

### Sponsorships and Speaking Engagements

Food and Drug Law Institute Annual Conference

### News

FDA announces additional flexibility for new nutrition labeling requirements

### News

California update: OEHHA extends comment period

### News

NOP issues proposed rule amending organic requirements to strengthen organic enforcement

### News

FDA issues first injunction under Produce Safety Rule

### News

FSIS issues Proposed Rule to expand generic labeling approval