



# Canadian Food Processors Institute

Food Processing Human Resources Council

## ONLINE COURSE PROFILE

**Title:** **Managing Recall in a Wired World**

**Description:** This course provides new food workers with an up to date overview on how and why we need to manage food recalls in today's technological and social media connected society. The learner will understand what are the recall consequences and effects within the food and beverage processing/producers industries.

The course will examine techniques that assist processors to deliver information to the public, consumers, customers, and suppliers that aid in managing recalls effectively. The roles and responsibilities of the recall team will be discussed with an emphasis on food safety and prevention first and foremost.

**Who should attend?** This course is applicable to industry personnel in a food processing industry who are involved with the recall process, the media and government including: owners, supervisor's plant manager, recall team etc.

**Duration:** 3.0 hours

**Learning Objectives:** In this Managing Recall in a Wired World program, a new food worker will learn about:

- Recall prevention methods, planning and preparation
- Identifying potential risks
- The importance role of food safety culture,
- How to search for information and resources
- How to develop script and how to present information in a supportive manner,
- Working with advocacy groups and consumers when a recall happens
- Identifying recall classes and criteria
- The government inspectors point of view
- How the internet and social media affect the recall process in today's wired world
- Strategies to mitigate the stumbling blocks and handle the time pressure of recalls
- How to manage media and other communications
- How to create a recall team and what is expected from CFIA
- How to be design, prepare and deliver communications
- Recovery – developing plans to deal with the aftermath, continued monitoring

The goal of this training is to provide knowledge, insights and strategies which will help clients successfully prevent and handle a recall in their food processing facility.

**Major Topics:**

- Recall Classes
- Social Media
- Recall Team
- Messages/Communications
- Food Safety Culture
- Media Relations



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## **Evaluation Process**

FPHRC is committed to providing relevant training in an appropriate and useable form for the food and beverage processing industry. This course has been developed because the subject area is one for which a need for training was identified. The course information and online format was developed with both the subject matter and prospective participants in mind. The FPHRC welcomes evaluations and comments as a method of fulfilling its mandate to provide relevant training for the food and beverage processing industry.

A course evaluation form about course material and delivery will be provided. Though this evaluation is optional, each participant is encouraged to complete a course evaluation to help us make improvements.

## **Knowledge Evaluation**

Adult learners must be able to assess their own performance as they practice new behaviours and theories. Knowledge evaluation for participants will occur at the end of each course module and a final evaluation at the end of the course. Participants must demonstrate a minimum level of knowledge (70%) for the final course evaluation.