

## **Arcadia International – Regulatory services**

### ***Crisis management – Food recall assistance***

Arcadia International has extensive experience in providing sound and timely advice to food business operators on how to manage food incidents.

Over the last few years, we have had the opportunity to help large, medium and small food businesses to address crisis situations in several countries in compliance with the relevant legislation, balancing public health protection with brand reputation.

Through a highly specialised global network of professionals which includes both food lawyers and food technologists, we are well placed to help clients in their risk assessment activities as well as in supporting their strategic decisions.

Our services in the area encompass the following activities:

1. **“Hotline” for crisis management** – Whenever a food incident or other similar crisis situations occur, Arcadia can provide one or more experts, as need be, with a view to establishing a privileged channel of communication with the client’s crisis management team so as to ensure 24/7 assistance and contribute to all stages of crisis management.
2. **Risk assessment assistance** – Generally, the decision whether a food recall or a market withdrawal is needed/required is not always straightforward and easy to take for any business operators. Indeed, companies have to decide usually within very short timeframes and under extreme pressure if the product may represent a risk for public health. Against the background, Arcadia’s combination of food law and food technology knowledge and skills ensures an objective evaluation of the situation with quick turnaround times in addition to the certainty to operate in compliance with all the applicable rules.
3. **Liaising with Competent Authorities** – Our team has a wide experience in liaising with competent authorities responsible for public health and enforcement in the context of food incidents and other crisis situations that may affect the food chain. As such, our experts operate as recognised credible counterparts of national and international public authorities.
4. **Liaising with clients, consumers and other food business operators** – Our team of food lawyers in particular can support business operators involved in or affected by a food incident in the handling of queries which their suppliers, customers and final consumers may raise regarding the non-compliance of the product.
5. **Crisis communication** – Our experts, working alongside your PR team, can ensure a clear, effective and legally sound communication to all stakeholders involved in a food incident/crisis situation, adapting messages to the target audience, limiting the brand exposure and avoiding any pitfall in communication.