

## Do you own a food business and . . .

- worry about the safety of farm-fresh vegetables and fruits you sell?
- wonder about what might happen if you need to recall your products?
- have questions about how to effectively notify customers about food allergens?
- want to protect personal and business assets through correct insurance coverage?
- desire a way to **ensure** batch consistency and safety?

**If so, *Managing Risk for Food Businesses* will teach you the strategies and tools to handle business liabilities!**



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# Penn State **Extension**

## Managing Risk for Food Businesses

Date: May 12, 2015

Location:  
Maryland Agriculture  
Resource Center  
1114 Shawan Road  
Cockeysville, MD 21030

Time: 9:15 AM - 3:30 PM



American consumers are more aware, today, of the need for assurance that food was grown and processed in a safe manner. Research shows that those who buy locally grown or processed foods do so because they trust the effectiveness of our country's food safety regulations and ***they believe that a food producer/seller will not look them in the eye and sell them something that will be harmful their family to eat.***

As a result, food venture owners, including farmers who sell directly to the public, need to consider and adopt the appropriate tactics to lessen the liability associated with their specific products.

Cooperative Extension's ***Managing Risk for Food Businesses*** takes you step by step from the field to the table, exploring key strategies and tools to respond to the risks associated with a product that the consumer ingests. Although appropriate for any food business owners who want to proactively address the liabilities of food sold to the public, the workshop is especially directed to individuals who will be making and packing their products for resale (through grocery stores, open-air markets, or restaurants).

The January 2011 FDA Food Safety Modernization Act (FSMA), was designed to ensure that the U.S. food supply is as safe as possible. Its application to all sizes of food businesses and a variety of products increases the urgency for every food business owner to understand how he or she can lessen business liability.

This workshop offers a combination of educational presentations, panel discussions with successful food entrepreneurs, and a highly interactive learning environment, to address if new practices are required, as well as voluntary ways to proactively address the business risks that come with selling food to the public. Included in the discussion are:

- Good Agricultural Practices (GAP)/ Good Handling Practices- procedures that farm-fresh producers and packers follow, to ensure food safety of their product.
- Hazard Analysis Critical Control Point (HACCP) Planning- Identifying and monitoring process steps to reduce food product related hazards for enhanced food safety.
- Liability Insurance- Case studies of those well and poorly insured, showing the types/levels of coverage needed.
- Allergen Warnings- Complying with FDA food labeling regulations to create clear statements concerning product contents, identifying any proteins derived from the eight major allergenic foods.
- Proactive Recall Processes—Coding batches and keeping accurate records so that the entire product line need not be recalled in an emergency.

New regulations are often complicated; it is difficult to apply general rules to specific situations. By learning about the tactics to guard food safety, participants will be able to develop a business risk management strategy that is legally and ethically appropriate for their food ventures.

## ***Registration Information***

Because of USDA/RMA funds that support development and delivery of this workshop, your fee (including lunch and all handouts) is **\$40.00, payable by credit card or personal check.**

To attend *Managing Risk for Food Businesses* in Cockeysville MD please register by going to:

<http://managingriskforfoodbusinesses.eventbrite.com>

**DEADLINE** to Register is May 4, 2015 (or when the class is filled)

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*This workshop is co-sponsored by*  
**University of Maryland Extension,  
Maryland Rural Enterprise Development Center, and Ag Marketing Program**

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