

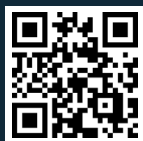
Taste 4
Success

Skillnet,



Managing a Food Recall with Confidence

Date 28 & 29 Sep 2026
Location University College Cork
Duration 2 Days



Register
t4s.ie/MFRC-Reg

 **UCC**
Coláiste na hOllscoile Corcaigh
University College Cork, Ireland

Introduction

The genesis of the programme stems from the current and ongoing Food Recall challenges we see facing food and beverage businesses. Having in place a robust plan, together with trained and competent team members is now a must for everyone involved in the food and beverage chain.

The programme will take participants through the various stages of managing a food recall, clearly identifying and establishing the key building blocks and processes involved, enabling food and beverage businesses and their teams to manage and communicate any potential food recall efficiently, effectively, and with confidence.

Who should attend?

This course is designed for professionals working across the food and beverage industry who have responsibility for product safety, quality, compliance or crisis management, including:

- Senior Managers & Business Owners
- Manufacturing, Operations & Site Managers
- Regulatory Affairs & Compliance Professionals
- Food Safety & Technical Managers
- Supply Chain, Logistics & Distribution Managers
- Procurement & Purchasing Professionals
- Customer Service & Consumer Affairs Managers
- Anyone responsible for developing, implementing or managing a product recall programme



What will you learn?

This two-day programme combines expert guidance with practical, real-world experience to help your organisation prepare for, manage and recover from a product recall.

DAY 1 – PRODUCT RECALL MANAGEMENT

Gain a comprehensive understanding of the regulatory and legal requirements for product recalls, industry best practice and the expectations of third-party certification standards. You will learn how to:

- ➔ Understand your legal and regulatory obligations during a product recall.
- ➔ Develop and implement a robust, compliant product recall procedure.
- ➔ Understand the requirements of recognised food safety certification standards.
- ➔ Identify potential weaknesses in your recall process and strengthen your organisation's preparedness.
- ➔ Apply practical tools & best practices drawn from real industry experience.

DAY 2 – CRISIS COMMUNICATIONS

An effective recall requires clear, timely and confident communication. You will learn how to:

- ➔ Develop an effective crisis communication strategy during a product recall.
- ➔ Communicate confidently with customers, regulators, suppliers, employees and the media.
- ➔ Protect your organisation's reputation while maintaining stakeholder trust.
- ➔ Prepare key messages and responses for high-pressure situations.
- ➔ Apply your learning through a realistic crisis management simulation exercise.

LEAD TRAINERS

Day 1 is delivered by food safety specialists **Karina O'Connor** and **Siobhán Ní Laocha** of Biasure, who bring extensive experience in quality management, regulatory compliance, auditing and training across the food manufacturing, food service and artisan food sectors.

Day 2 is led by **Eimear O'Brien** of Lunasa PR, an experienced communications and crisis management specialist with extensive expertise in supporting organisations across the food sector.



Fees and Funding

Fees and Funding The regular cost for this course is €1,000 per person. Taste 4 Success Skillnet are funding €500 (50%), meaning the cost to Taste 4 Success Skillnet member companies is €500 per person. This fee, payable in advance, represents a very substantial discount on the cost of delivering this course. This discounted price for the programme is supported by Taste 4 Success Skillnet and is available to all eligible applicants.

Funding Eligibility Criteria

- Business must be registered and based in the Republic of Ireland
- Start-up/artisan/sole traders/social enterprise and representatives from community groups are eligible if based and operating in the Republic of Ireland
- Participants must be resident and living in the Republic of Ireland
- As a Government of Ireland and Member Company funded training network, we can only support those enterprises and candidates meeting the above criteria

For further information visit t4s.ie/MFRC or email Breda Barber at info@taste4success.ie or email Clair Hoare at clairhoare@ucc.ie