

Tammy Katz to Present How to Survive a Food Recall Media Crisis at Mid-America Food Processors Association Conference

COLUMBUS, Ohio, March 7 (SEND2PRESS NEWSWIRE) – Tammy Katz, CEO of Katz Marketing Solutions, will present “Be Prepared: How to Survive and Thrive during a Media Crisis” at the Mid-America Food Processors Association’s annual meeting on March 9, at the Embassy Suites in Indianapolis, Indiana. Midwest food company leaders will attend the meeting to discuss emerging trends in food marketing, labor relations, government regulations, food safety, and crisis management.

Mid-America Food Processors Association provides information, programs, and university agricultural and food department research grants to strengthen the productivity of food processors in the Midwest.

Katz will discuss how mid-sized food companies and brands should manage internal and external communications to avoid typical food company crises, have crisis management marketing strategies in place, and mobilize external communication to protect consumers and restore the company’s reputation.



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Katz is a food and beverage brand marketing expert and Adjunct Instructor of Brand Management at the Fisher College of Business MBA Program at The Ohio State University.

When asked about the session Katz replied, “Food companies must protect the quality of their products and brand reputation. Even companies with impeccable quality assurance, product development, and supply chain processes have product recalls and other food safety crises. Upfront planning and proactive communication ensures that your company can survive, and thrive during a media crisis.”

The presentation will offer attendees practical ways to avoid product recalls and other food safety crises, and address them if they do occur.

The techniques include:

1. Effective product development processes
2. Comply to product specifications
3. Independent quality assurance communication
4. Cohesive and responsible external communications
5. Partner with regulatory agencies
6. Effective media relations
7. Harness social media
8. Rebuild consumer trust and loyalty.

About Katz Marketing Solutions:

Katz Marketing Solutions (www.katzmarketingsolutions.com) is a brand and marketing consulting firm that specializes in growing food and beverage and brands and businesses and is based in Columbus, Ohio.

Photo Caption: Tammy Katz, Chief Executive Officer, Katz Marketing Solutions.

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