

DIY: Brand Protection Audit



You can give yourself a brand protection audit. It just takes a day. It's amazing what you see if you role play and look at your company from the outside in. Just form a small multi-functional group and do the following:

- Randomly select a few employees and ask them about your company's food safety culture. Is it top of mind?
- Review your food safety training and operational materials. Is everything current? Documented? Detailed?
- Assess your written food safety plans and look for areas where you might be exposed. Do you have all required programs? (HARPC, Allergen Management, other cGMPs, etc.)
- Are your company's policies being executed as written? (Hint: If not, this is a gap)
- Do you have a procedure for carrying out internal audits?
- Are you prepared to provide documentation w/in 24 hours, if requested by the FDA? (Do a random test.)
- Do you monitor your suppliers? Do you have an accurate list? An evaluation procedure?
- Do your indemnity agreements provide an acceptable level of protection?
- If you have foreign suppliers, will you be able to verify their compliance with FSMA regulations?
- Are you insured? How about your ingredient suppliers? Right amounts?
- Do you need or should you consider recall insurance?
- Have you ever conducted a mock recall? (Hint: Try it! There is no substitute for experience.)
- Do you have a crisis plan? (Be prepared!)

Being proactive now, will give you valuable insight into how well you are protecting your brand.



Contact: **Leigh Feitelson | lfeitelson@parkcitygroup.com | 435.645.2247**