



Food Safety Management: Chapter 41. Crisis Management

Yasmine Motarjemi

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The history of food safety has been marked by a plethora of small- and large-scale crises, with different outcomes. The learning from these crises has helped in the improvement of food safety as well as of the development of the food safety management system, including advance of risk analysis processes and risk management principles described in Chapter 1. However, failing in managing a crisis can have catastrophic consequences for the health of consumers as well as disastrous economic consequences for food businesses. For governments and industry alike, the loss of consumers' trust will have a major and long-term impact. While due to the risks inherent to food and food production, a crisis situation cannot be fully prevented, with good preparation and management, crises can be an opportunity to demonstrate to consumers the managerial capabilities and the values of the organizations involved. This chapter summarizes some of the major food safety crises that have made their mark on food safety, the lessons learned from these and essentials of crisis management.

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