

Crisis Communications

Meat Processor

Challenge: To create a crisis plan for one of the Midwest's largest meat processors, a Milwaukee-based company, that saw several of its competitors issue very public product recalls after children became ill and subsequently died due to the presence of E-coli bacteria in beef products at fast food restaurants.

Target: Company executives and employees.

Solution: The Bottom Line team developed a crisis management and communications plan to help the company effectively handle potential crises, such as product recalls or other emergencies, including natural disasters and employee strikes.

Outcome: The process helped the company identify operational changes that improved efficiency and the ability to track product distribution. Shortly after the plan was finalized, one of the company's restaurant customers with operations in Georgia and Tennessee notified the company of three reported cases of suspected E-coli poisoning. Working jointly with the client, we helped to carry out the crisis management plan. We were able to prompt and control the flow of information among the company, its customers, news media and government regulators.