

Crisis Management For MRL Events

*Presentation for MRL Workshop
June 3, 2009*

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SPS Issue Trade Scenarios

- **Contaminants - Aflatoxin, pathogens**
- **Plant Health Issue – Quarantine Pest Finding**
- **Quality/Standards Issue – Foreign Matter, discoloration**
- **Maximum Residue Limit Issue**

First Steps – MRL Event

- **Determine Scope of the Event (Gather the facts)**
 - ◆ **Products affected**
 - ◆ **Industry organizations involved**
 - ◆ **Other USG agencies involved**
 - ◆ **Trade Impact**

- **Identify Critical Missing Information**
 - ◆ **US levels**
 - ◆ **Codex**
 - ◆ **WTO notifications**

- **Determine key triggers, developments, deadlines**

- **Determine Motivations**
 - ◆ **Political**
 - ◆ **Are other countries poised to exploit**
 - ◆ **Is the action aimed at another country**

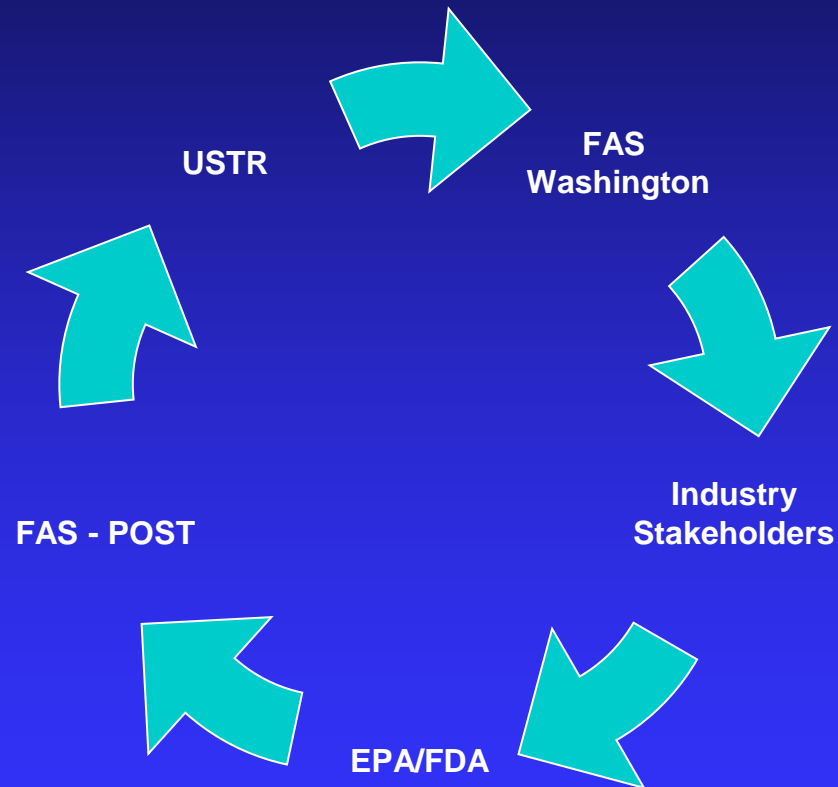
- **Communications**
 - ◆ **Develop primary message**
 - ◆ **Determine key stakeholders**
 - ◆ **Inform Senior Management**

MRL Steps - Continued

- **Develop Strategy**
 - ◆ **Technical Strategy**
 - ◆ **MRL limits, Industry practices**
 - ◆ **Political Strategy**
 - ◆ **USTR**

- **Communicate with Stakeholders**
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Communication Circle



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 - ◆ (same e-mail convention)