

Dear Soft Fruit Grower,

British Summer Fruits represents the majority of UK soft fruit producers and their marketing desks. The organisation has put in place a Crisis Management Plan to defend the industry should a crisis arise.

The ultimate goal is to be prepared to protect the soft fruit industry. Growers have invested in building an identity for UK soft fruit as a premium fruit. In the aftermath of any major issue or crisis, that good name must remain intact.

The document does not take the place of good common sense and judgement. You may have an incident which attracts media attention, but which is regional and pertains only to your business. In this instance, it is best that you work with local media based on the guidelines in this document.

However, should any incident occur with negative connotations, please inform a member of the British Summer Fruits board, your marketing desk or The Red Brick Road ([mobile 07572 448113](tel:07572448113)) or email Isla.Haslam@redbrickroad.com so we can evaluate the best response. This is crucial if the incident, adverse publicity, or media interest may have damaging consequences for the industry as a whole.

For example, if questions are raised about the safety or ethics of soft fruit production or practices, please obtain the details below and [phone The Red Brick Road and / or your marketing office immediately with the information:](#)

- Name of contact and media outlet they represent
- The phone number and email address of the person making the enquiry
- A list any questions asked by the third party
- Deadline they want for a response

The Crisis Management Team will assess any situation and prepare a statement or response if necessary.

Kind regards



Nicholas Marston
Chairman
British Summer Fruits Limited

CRISIS COMMUNICATION PLAN SUMMARY FOR GROWERS

Situation: You are made aware of an issue

This refers to hot topics or issues which may be a potential source of controversy and may generate negative public perception of UK Soft Fruit. While many may be localised, there is always the chance of repercussions industry-wide.

For example, questions may be raised as to the safety or ethics of soft fruit products or practices. If a question of that nature arises please use the guidelines below, and assure the caller that someone from British Summer Fruits will return their call promptly.

1. Act quickly and be as helpful as possible
2. Document the media request with the following information:
 - a. Name of contact and media outlet
 - b. The phone number and email address of the person making the enquiry
 - c. A list any questions asked by the third party
 - d. Deadline they want for a response
3. Contact your marketing office and/or a member of the BSF crisis management team.
4. The BSF crisis management team will either advise you on suggested messaging if the issue is best dealt with by you at a local level, or prepare an industry-wide response.

If an industry-wide response is required, all future calls should be directed to The Red Brick Road team to ensure consistency and accuracy in what is released and to reduce potential reporting errors. This will also reduce the chance of differing facts unintentionally being released by those involved.

Situation: You become aware of an issue which has not made the news

This refers to an issue which is a crisis or has the potential to create a crisis but has not yet made the news/media. Members or growers who are first made aware of the issue **must** contact their marketing office and / or Nick Marston or Isla Haslam from the Crisis Communication Team (CMT)

They will ensure the CMT defines the issue, assesses the potential risk, solution or response. They will formulate a statement, plan and inform the relevant staff and associates of any needed corrective actions.

They will then inform marketing desks, grower members and customers if appropriate about the crisis, the planned response and instruct that all inquiries must be directed to The Red Brick Road.

Should you receive any media calls, please keep a log of all calls, names, numbers, times and responses of any media enquiries and inform the CMT.