



[EXTRACT]

Red24 brings food crisis expert on-board

18-Mar-2009

Risk management and crisis specialist red24 has teamed up with Eric Smith, food crisis and contamination expert, to provide its food clients with specialist advice.

Red24 counts food firms amongst its clients as part of its association with Sagicor at Lloyd's Limited insurance, and it helps them manage their risk and offers complete crisis management support in emergency situations.

Smith, a food safety and environmental health consultant, will act as a specialist advisor on pre-incident planning and live crisis management response, including product recalls.

He will lead a small team of consultants and will be on 24-hour call out to companies insured by Sagicor.

James Wimbury, red24's Corporate Business Manager, said the partnership brings "increased depth and expertise".

END

Source: Dairyreporter.com website (18 March 2009)

<http://www.dairyreporter.com>