

[EXTRACT]

Red24 Strengthens Food Safety Offering

Date: 26 Mar 2009

Summary: *Eric Smith, a highly qualified food safety and environmental health consultant, will now act as a specialist advisor to red 24's food clients, guiding on all aspects of pre-incident planning and live crisis management response, including product recalls.*

26/03/09 Risk management and crisis specialist red24 has joined forces with one of the food industry's most experienced crisis, recall and product contamination experts.

Eric Smith, a highly qualified food safety and environmental health consultant, will now act as a specialist advisor to red 24's food clients, guiding on all aspects of pre-incident planning and live crisis management response, including product recalls.

red24 works with clients across the food industry as part of its association with Sagicor at Lloyd's Limited insurance, and Mr Smith will now work alongside red24's crisis management team, enhancing its existing service with his wealth of experience and skill. He will lead a small team of consultants and will be on 24-hour call out to red24's Sagicor insureds.

Mr Smith is a consultant, researcher and trainer, qualified and experienced in food safety, meat technology and science. He has extensive knowledge and experience of the food and allied industries worldwide, and his former role as a senior university lecturer saw him contribute to national and international food industry management, food science, quality management and environmental health programmes of study and research across the world.

In particular, he is acknowledged as a trouble shooter and solution finder in food related crisis situations, and he has regular assignments with meat processors, food importers and government and statutory agencies.

James Wimbury, red24's Corporate Business Manager, said: "This partnership is fantastic for red24 and our Sagicor food clients, bringing increased depth and expertise. Eric's enormous experience in the food safety and contamination field will be of great benefit, and considerably strengthens our offering. The expertise of Eric and his team, working with our risk management specialists, will offer total peace of mind to insureds."

Mr Smith said: "My team and I provide a professional, confidential and bespoke service in all areas of food safety. We look forward to this alliance with red24 and embrace the new challenges ahead."

red24, which is staffed by former senior police and military personnel, works with Sagicor to help food clients manage their risk and offers complete crisis management support in emergency situations.

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Source: Food Ingredients First website (26 March 2009)

<http://www.foodingredientsfirst.com>