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Expert sources: Emerging Food Risk and Consumer Messaging

Dear Editor,

The food safety landscape is continually evolving: new food risks are emerging, consumers demand greater transparency, and food businesses across the supply chain are unsure how to deal with it all. Bringing decades of experience, the experts from The Acheson Group (TAG) can provide answers for your readers.

The Acheson Group (TAG) is a preeminent food safety and public health consulting group with subject matter experts experienced in both technical and practical food safety applications across the supply chain. Ready and available to answer your questions on the evolving food safety landscape are TAG experts on:

- **CURRENT & EMERGING RISK.** The everchanging state of the global economy...lingering labor and supply chain impacts of COVID-19...imbalanced climate change causing weather extremes and unforeseen pathogenic growth.... "Food businesses are continually faced with new, emerging risks that can significantly impact the safety and quality of their products. The best way to surmount those risks is by staying a step ahead of them, " said TAG EVP of Regulatory and Scientific Affairs [Dr. Benjamin Miller](#). How? Risk management expert Dr. Miller can explain.
- **CONSUMER MESSAGING.** "Today's consumers are food savvy, but there can be a gap between the 'risk languages' of experts and consumers. To aid in consumer understanding and gain their confidence before, during, or after a crisis, it is critical to meet them where they are," said [Dr. Lily Yang](#), Senior Manager of Food Safety. Having taught numerous courses on crisis communication, Dr. Yang can clarify what this means for a food company.
- **INDUSTRY SUPPORT.** Whatever risks a facility faces, bringing in an expert to assess processes and programs can benefit *any* food facility. "Plant personnel can get so accustomed to their facility's environment that they don't notice evolving conditions," said TAG Founder and CEO [Dr. David Acheson](#). Having held executive positions at both the FDA and USDA and now working directly with food businesses, Dr. Acheson can detail how "having an external 'set of eyes' in your facility can help you see and correct potential hazards...before they become a risk."

Please let me know if I can coordinate interviews with Dr. Miller, Dr. Yang, Dr. Acheson or [other TAG expert](#) on these or other [food safety or public health](#) topics of concern to the food industry.

Thank you
Lisa

About The Acheson Group (TAG). Led by Dr. David Acheson, [The Acheson Group](#) (TAG) is a global food safety and public health consulting company that helps businesses assess their unique situation, address gaps, and deploy best practices for operational, regulatory, and reputational risk mitigation. With in-depth industry knowledge and real-world experience in North America, South America, Europe, Asia, and Africa, TAG's experts provide remote and onsite assistance in Recall and Crisis Management, Environmental Monitoring & Control, Food Defense, Supply Chain Management, Public Health, Food Safety Culture, Training, and Infectious Disease Protection.