# Farm Crisis Communication Plan

A farm crisis communication plan template for farms preparing for events like a recall, accident, or negative news. It names who speaks, what to say, and who to notify.

Farm / unit: _____ Date: _____ By: _____

## Crisis types to prepare for

## Response team and roles

## Contact list for staff and agencies

## First steps in the first hours

## Spokesperson and approved message

## Customer notification method

## Social media and press steps

## Record of actions taken

## Review and update schedule

**TIP** Practice the plan once a year and keep printed copies where staff can find them.