

FoodMinds Issues & Crisis Navigation

Strategic Counsel that
Helps You Outpace the Turbulence



The currents are rapidly shifting across food, agriculture and public health in light of calls for transparency and sustainability, the dual challenges of obesity and food insecurity and the constant squall of social media. With our expanded issues and crisis management capabilities, FoodMinds can help propel your organization through the churning seas to a “true north” where good nourishment meets good business.

FoodMinds’ Issues & Crisis Navigation team will help you identify and mitigate threats, develop a strategic roadmap and response plan and provide the thought leadership and strategic counsel that is capable of transforming a long-simmering – or unpredicted – issue into an opportunity to demonstrate leadership and carve out incremental business value.

Your Destination, Powered By Our Navigation

Our approach identifies and closes the gaps between an organization’s activities and its stakeholders’ expectations through:

Issues Identification and Risk Assessment



Analyzing marketing, consumer, policy and science trends and bringing current, relevant and unique insights to emerging and mature issues.

Strategic Planning



Identifying risks and opportunities that could prove transformational and defining prioritized pathways to disrupt “business as usual” and achieve business goals.

Public and Stakeholder Engagement



Thoughtfully crafting insights into transformational communications plans designed to shift the tide of public opinion and protect your reputation and assets.

Crisis Management/ Real-Time Response



Using our credentialed experts to develop compelling, credible, data-driven messaging.

Leveraging our relationships with today’s influencers – academics, health professionals, government agencies, grassroots special interest groups and citizen journalists – to deliver positive stories and prompt fact-based conversations.

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Charting the Waters Through an Array of Services

Risk/Issues Management

- Vulnerabilities audits/risk assessments
- Issue landscapes/forecasting
- Media training
- Message & materials development
- Issue Alerts for stakeholders
- Litigation support
- Consumer & thought leader perception research and message testing
- Issue-specific influencer mapping
- Third-party ally development
- NGO engagement strategy
- Stakeholder/KOL outreach
- Media/social media monitoring
- Real-time response

Crisis Prep & Response

- Crisis planning
- Crisis training/drills
- Real-time response
- Reputation recovery strategy



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About FoodMinds

FoodMinds, LLC understands that the food world is rapidly changing and tomorrow's successes depend on today's critical thinking. We create new opportunities and new situations to help you create a better story, not just tell your story better. FoodMinds consists of connected, credentialed experts – registered dietitians, PhDs, public affairs specialists, and science writers – with diverse nutrition policy, marketing and communications backgrounds who are actively engaged in the food systems dialogue. We draw on the collective vision and passion of our people to provide clients with high quality strategic counsel and tactical implementation, in both calm and rocky waters.

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