

NATIONAL FFA FOOD SCIENCE AND TECHNOLOGY
CAREER DEVELOPMENT EVENT

(A Special Project of the national FFA Foundation)

FOOD SAFETY AND QUALITY PRACTICUM

CONSUMER COMPLAINT LETTER

Assume you are responsible for Food Safety and/or Food Quality at a food manufacturer. Each team member will receive a different representative consumer complaint letter that was received by a food processing company.

You will have 15 minutes to study the letter and answer the questions below. No talking please.

Question # 1 and # 2 relate to "Identification of a Food Safety or Food Quality problem." Question # 1 counts 10 points for a correct answer and Question # 2 counts 15 points for each correct answer. Question # 3 relates to "Solutions of a Food Safety or Quality problem and counts 25 points for each correct answer. A maximum total score will be 50 points.

FFA CHAPTER _____

TEAM MEMBER NAME _____

LETTER IDENTIFICATION # _____

Question # 1: Does the complaint indicate (Check one)
A FOOD SAFETY PROBLEM (1a) _____
- or - a FOOD QUALITY PROBLEM? (1b) _____

Question # 2: Is the problem primarily: (Check only one)
• Biological (2a) _____
• Chemical (2b) _____
• Physical (2c) _____
• None of the above (2d) _____

Question # 3 Turn this sheet over and write a brief reply letter to the consumer, explaining the one of more steps you plan to take to follow-up the complaint. If you think you know the cause and/or solution to the problem, state it. If you don't, state what actions you will do to find and correct the situation.

(OVER PLEASE)

Letter # _____

Dear M _____:

Sincerely,

(Your name)
Manager, Quality Assurance

(Company Name)