

NATIONAL FFA FOOD SCIENCE AND TECHNOLOGY
CAREER DEVELOPMENT EVENT

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 AND STATE _____

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 _____:

[illegible]

Sincerely,

(Your name)
Manager, Quality Assurance

(Company Name)