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COLLABORATORY™



FoodQuestTQ and Leavitt Partners

Presented by FoodQuestTQ, LLC

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Summary of Letter to Dr. Acheson

- One year free advertisement for Leavitt Partners on NFPC portal
- FoodQuestTQ will provide marketing for Drs. Acheson and McEntire's services via the NFPC portal
- Drs. Acheson and McEntire to provide Webinars and participate in education, training and panels
- FoodQuestTQ to assist Dr. Acheson by providing TQ certification



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TQ stands for threat quotient



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Philosophy

- We recognize that this is a non-exclusive arrangement
 - FoodQuestTQ will also be working with MRIGlobal, Argonne National Laboratory and other participants
- We don't want to become competitors with Leavitt Partners
 - FoodQuestTQ is a technology company
 - We don't want to do what Leavitt Partners does
- We believe that a rising tide lifts all ships
 - FoodQuestTQ wants Leavitt Partners to look good
- We will start off crawling in the first six months and then escalate to walking in the second six months and beginning in year two we will run



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FoodQuestTQ and Leavitt Partners

- Under a FoodQuestTQ LLC and Leavitt Partners agreement Drs. Acheson and McEntire will help FoodQuestTQ in the following five programmatic areas:
 1. Educational program
 2. Recall management response
 3. Referrals
 4. Research
 5. Involvement on the NFPC portal
- We have agreed to start the relationship at current Leavitt Partners rates of:
 - \$5000/day for the Leavitt Partners food safety team of five people
 - Leavitt Partners individual rates for Drs. Acheson and McEntire
 - The nature of Leavitt Partners support is further described in the following materials



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1. Education (Fee for Service)

- A major FoodQuestTQ programmatic activity, via the International School for Food Protection (ISFP), involves international government and industry food protection education and training
 - Dr. Acheson will serve as Visiting Professor and a Distinguished Guest Lecturer
 - Dr. McEntire will serve as Adjunct Professor for Food Defense and Food Safety
 - Dr. McEntire will participate in curriculum and classroom simulation development and training (including mock recalls)
- Webinars will be carefully pre-planned around the availability of Dr. Acheson and other commitments that he may have.



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2. Recall Management (Initially Fee for Service)

- The structure for working together will start with fee for service. We will work with Leavitt Partners to build out a strategic business plan around the recall management business opportunity to include the possibility of:
 - Dr. Acheson leading multidisciplinary food recall fast response teams (FRFRT).
 - Making MRIGlobal, FoodQuestTQ and other consultant experts available to provide support.
 - Drs. Acheson and McEntire to work with FoodQuestTQ in establishing a Canadian FRFRT with the involvement of Drs. Paul McThee and Pius Gasser
- Drs. Acheson and McEntire to participate in the development of a FoodQuestTQ recall management primer focusing specifically on small and medium size food businesses (fee for service)
- Drs. Acheson and McEntire to participate in the development of a planning document to be used by small and medium size businesses in developing risk communication strategies and media protocols (fee for service)



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3. Referrals

- Under the partnership, Leavitt Partners will provide NFPC member companies with expert science and risk-based answers/solutions based on referrals from FoodQuestTQ via the NFPC
- For referrals to Leavitt Partners via the NFPC, FoodQuestTQ will receive a 3% referral fee (based on all direct and indirect labor costs)
 - Note: All business partners provide a small 3% referral fee to maintain the NFPC in support of their company's marketing efforts
 - Referral fees are calculated on direct and indirect labor costs
 - Once an initial referral is made by FoodQuestTQ to Leavitt Partners the same 3% referral fee shall also apply to any subsequent work conducted by Leavitt Partners for that client for a period of twelve months
- The subjects of potential referrals are listed in the next slide



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3. Referrals (cont'd)

Food Defense	Food Safety
1) Development of food defense plans	1) Development of food safety plans
2) National Incident Management System (NIMS)	2) Protocols for worker health and hygiene
3) Relationships between food processors and local first responders	3) Facility equipment and site management planning for food safety
4) Awareness of food defense alerts	4) Integration of food safety and site management planning
5) Investigation and documentation of food defense events	5) Food safety hazards analyses
6) Preventive protection programs for critical equipment	6) Safety plans and procedures for food manufacture, re-work and exposed product
7) Security of computer, alarm and communications systems	7) Food safety plans and procedures for the use, handling and storage of pesticides, chemicals and toxic elements
8) Development and operation of interoperable communications systems	8) Allergen and cross-contamination mapping, plans and procedures
9) Personnel accountability systems	9) Food tracking systems, plans and procedures
10) Plotting of first responder locations, distances and capabilities	10) Safety of food in transit and distribution
11) Media and risk communications management	11) Water safety management systems, plans and procedures
12) Development of community relations programs	12) Product sampling and laboratory testing systems, plans and procedures
13) Firearms/weapons use statistics	13) Product labeling systems development, plans, controls and procedures
14) Vendor reliability determination processes and procedures	14) Identification, mapping and plans for managing food safety hotspots
15) The psychology of workplace violence	15) Emergency notification systems, planning, procedures and data population
16) Background check processes and procedures	16) Risk communications and media management plans and procedures for food safety emergencies
17) Access control system design and procedures	17) Development, verification and re-validation of food safety and HACCP plans
18) The development and design of employee identification systems	18) Food safety processing documentation systems and procedures
19) Food defense awareness training programs	19) Independent assessment support and audits of food safety programs
20) Intentional food adulteration assessment and countermeasures	20) Food safety recall management planning
21) Intentional water adulteration assessment and countermeasures	
22) Processes and procedures for the security of food in transit	
23) Arson and fire prevention standards, processes, procedures and technology	
24) Intentional adulteration of food and water using chemicals and countermeasures	
25) Gathering, digitizing and structuring facility blue prints, geo-spatial images and interior spaces for first responder pre-situational awareness	
26) Food defense recall management planning	



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4. Research (Supported by Sales)

- Drs. Acheson and McEntire will conduct research and write white papers, reports and guidance documents for use by NFPC member companies
- They will have access to POISON validated event data to support the development of NFPC white papers and for research purposes
- White papers, reports of research and guidance documents will be priced for sale at the NFPC portal



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5. Involvement on the NFPC Portal (Fee for Service, Consulting and Direct Sales of Research and Whitepapers)

- Drs. Acheson and McEntire will participate on the NFPC portal as community leaders and sit as members of the NFPC Scientific Advisory Council
- The NFPC Food Recall Fast Response Team (FRFRT) capability will be highlighted as a critical service to food companies with Dr. Acheson serving as the leader of these multidisciplinary teams
- Drs. Acheson and McEntire will be identified as Professors and Distinguished Lecturers at the International School for Food Protection (ISFP)
- Drs. Acheson and McEntire will assist in marketing the goods and services of FoodQuestTQ and the NFPC by responding to member questions
- Drs. Acheson and McEntire will receive (on a time available basis) specific referrals that fall within the unique experience and core competency of Leavitt Partners



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