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# Producer Liability



*Today's Biggest Risks*

# Introduction

- The World Today
- Things to Avoid
- Things to Watch
- Solutions



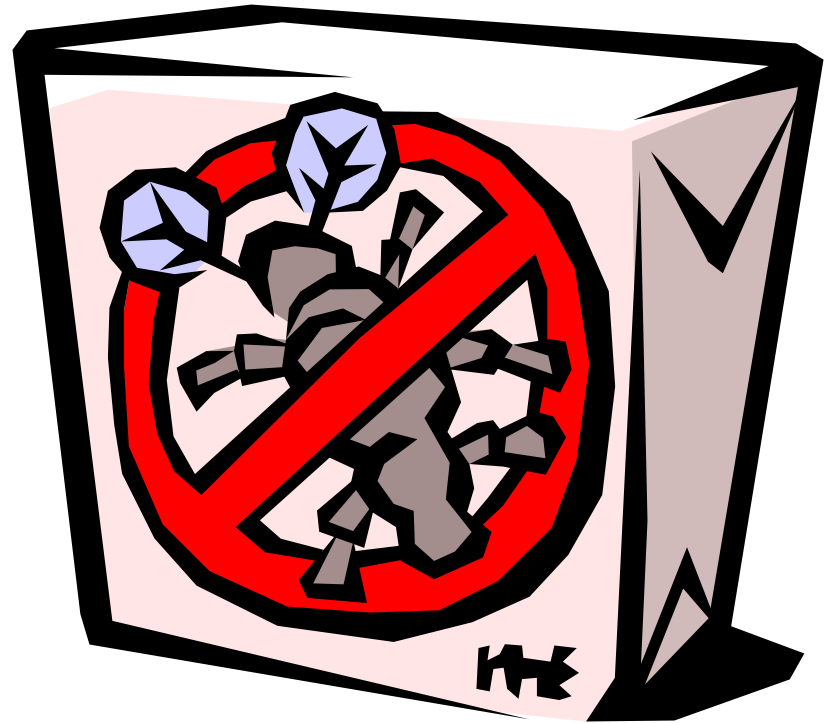
# Today's Environment



- **Balance of Power**
  - Different for specialty crops
  - Contracts help, but do not cure
- U.S. and everyone else
- Bad P.R. always trumps a strong legal case
- Third party liability

# Things To Avoid

- **Food Liability**
  - Expanded reach through traceability
  - More risk to producers
  - Enormous damages, especially in U.S.



# Things to Avoid



- **Environmental Liability**
  - Water quality
  - Endangered species
  - Contaminated soil
  - Pesticide drift
  - Hazardous substances

# Things To Watch

- **Genetic Drift**
  - Unclear who will bear the burden
  - Damages are so extreme that even secondary involvement can destroy a farm



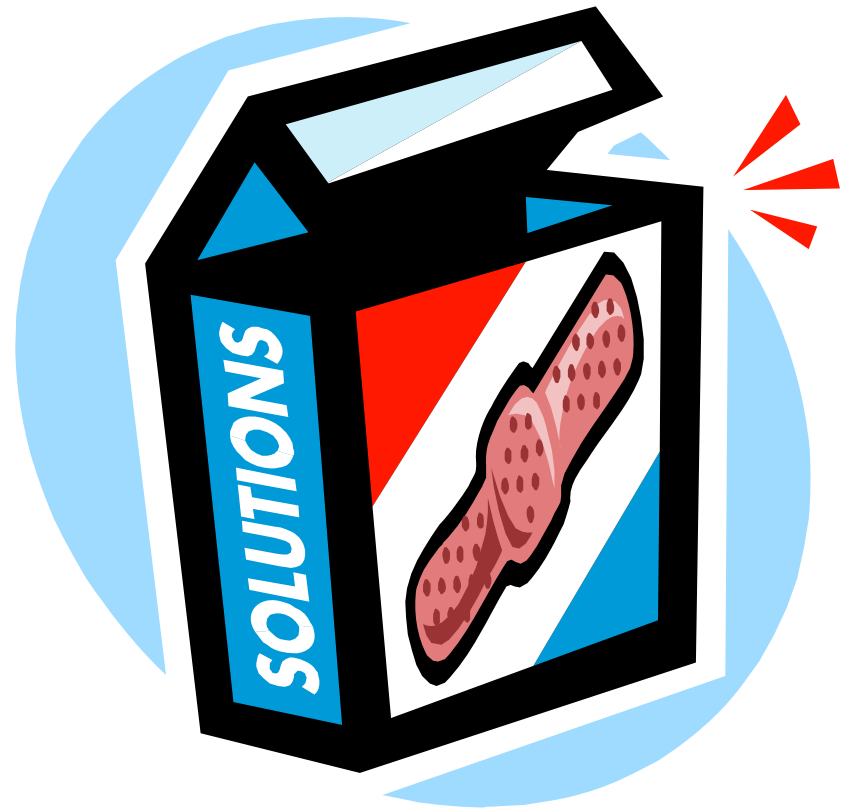
# Things to Watch



- **Climate Change**
  - Benefit or risk?
  - Will almost certainly increase costs
  - Potentially new sources of revenue

# What To Do

- Due diligence
- Rely on checklists
- Be media aware



# The Media



- Public opinion can be stronger than a lawsuit
- Use experts when appropriate
- Time is of the essence

# Questions?

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