Crisis Communications Plan

HILDEBRAND FARMS DAIRY

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2026

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Executive Summary

HILDEBRAND FARMS DAIRY IS A FOURTH-GENERATION FAMILY-OWNED DAIRY IN KANSAS COMMITTED TO PRODUCING HIGH-QUALITY, FARM-FRESH PRODUCTS WHILE MAINTAINING STRONG COMMUNITY RELATIONSHIPS, SUSTAINABILITY, AND TRUST.

THIS CRISIS COMMUNICATION PLAN FOCUSES ON HOW THE ORGANIZATION WILL RESPOND TO A POTENTIAL MILK CONTAMINATION INCIDENT BY PRIORITIZING CUSTOMER SAFETY, TRANSPARENCY, AND SWIFT, COORDINATED ACTION. IN THE EVENT OF A CRISIS, THE FARM WILL IMMEDIATELY STOP PRODUCTION OF AFFECTED PRODUCTS AND ISOLATE AND TRACE IMPACTED BATCHES. THE TEAM WILL NOTIFY REGULATORS AND COMMUNICATE CLEARLY WITH CUSTOMERS, RETAIL PARTNERS AND STAKEHOLDERS.

THE PLAN OUTLINES CLEAR ROLES FOR EMPLOYEES, FROM FARM AND PRODUCTION STAFF TO RETAIL WORKERS AND COMMUNICATIONS PERSONNEL, ENSURING EVERYONE UNDERSTANDS THEIR RESPONSIBILITIES DURING A CRISIS. IT ALSO IDENTIFIES KEY EXTERNAL STAKEHOLDERS, INCLUDING CONSUMERS, RETAIL PARTNERS, SUPPLIERS, INDUSTRY ORGANIZATIONS AND REGULATORY AGENCIES. THE PLAN EMPHASIZES TIMELY AND TRANSPARENT COMMUNICATION WITH EACH GROUP. A DESIGNATED SPOKESPERSON WILL DELIVER OFFICIAL UPDATES, WITH INFORMATION SHARED ACROSS THE WEBSITE, SOCIAL MEDIA AND OTHER CHANNELS WITHIN 24 HOURS OF A CONFIRMED ISSUE.

OVERALL, THIS PLAN HIGHLIGHTS HILDEBRAND FARMS DAIRY'S COMMITMENT TO PROTECTING PUBLIC HEALTH, MAINTAINING TRUST, AND RESPONDING QUICKLY AND RESPONSIBLY. IT ALSO EMPHASIZES CONTINUOUS COMMUNICATION, ACCOUNTABILITY, AND LEARNING FROM EACH CRISIS TO IMPROVE FUTURE SAFETY AND RESPONSE EFFORTS.

Company Overview

Vision Statement

TO GROW AS A TRUSTED AND INNOVATIVE DAIRY BRAND ACROSS KANSAS WHILE PRESERVING THE LEGACY OF A FOURTH-GENERATION FAMILY FARM. WE AIM TO STRENGTHEN RELATIONSHIPS WITH OUR CUSTOMERS AND COMMUNITIES THROUGH EDUCATION, AGRITOURISM, AND CONSISTENTLY DELIVERING HIGH-QUALITY, FARM-FRESH PRODUCTS.

Mission Statement

HILDEBRAND FARMS DAIRY IS COMMITTED TO PRODUCING HIGH-QUALITY, FARM-FRESH DAIRY PRODUCTS ROOTED IN TRADITION, CARE, AND TRUST. WE PRIORITIZE THE HEALTH AND WELL-BEING OF OUR ANIMALS, SUPPORT OUR DEDICATED EMPLOYEES, AND USE BOTH TIME-HONORED PRACTICES AND INNOVATION TO ENSURE EXCELLENCE. THROUGH TRANSPARENCY AND A FOCUS ON CUSTOMER SATISFACTION, WE STRIVE TO DELIVER WHOLESOME PRODUCTS OUR COMMUNITY CAN TRUST.

Company Description

HILDEBRAND FARMS DAIRY IS A FOURTH-GENERATION, FAMILY-OWNED DAIRY COMMITTED TO QUALITY, SUSTAINABILITY, AND COMMUNITY CONNECTION. THE FARM CARES FOR AROUND 150 CATTLE AND PRODUCES A DIVERSE RANGE OF FRESH DAIRY PRODUCTS DISTRIBUTED TO MORE THAN 150 RETAIL LOCATIONS ACROSS KANSAS.

IN ADDITION TO ITS PRODUCTION OPERATIONS, THE FARM RUNS AN ON-SITE STOREFRONT, GROWS ITS OWN FEED, AND SELLS HAY, SUPPORTING A VERTICALLY INTEGRATED AND SELF-SUSTAINING MODEL. WITH A TEAM OF ABOUT 25 EMPLOYEES, HILDEBRAND FARMS DAIRY ALSO PLAYS AN ACTIVE ROLE IN COMMUNITY ENGAGEMENT BY HOSTING AGRITOURISM EXPERIENCES AND EDUCATIONAL EVENTS THAT CONNECT CONSUMERS TO AGRICULTURE.

Purpose of the Plan

Key Objectives

Protect the health, safety, and well-being of employees, customers, and the broader community as the top priority in any crisis situation. All decisions and actions will be guided by this commitment, ensuring that no operational or reputational concern takes priority over human safety.

Deliver accurate, timely, and transparent communication to all stakeholders, including employees, customers, retail partners, regulatory agencies, and the local community. Clear and consistent messaging is essential to reduce uncertainty, prevent misinformation, and maintain trust and confidence throughout the crisis response process.

Safeguard the organization's reputation by responding in a responsible, ethical, and accountable manner. This includes acknowledging concerns, taking ownership where appropriate, and ensuring that all communication reflects honesty, professionalism, and a strong commitment to doing what is right for consumers and the community.

Establish clear roles, responsibilities, and decision-making processes so that the crisis response is organized, efficient, and coordinated. Defined leadership structures and communication pathways help ensure that information is shared correctly, approvals are handled quickly, and all team members understand their specific responsibilities during an emergency situation.

Maintain operational continuity whenever possible while also supporting a swift and well-planned recovery process. This includes stabilizing affected operations, implementing corrective actions, and working systematically to restore normal business functions while preventing further risk to products, employees, and consumers.

Plan Activation

Milk Contamination Event

Milk contamination was selected as the primary crisis scenario due to its direct impact on consumer health, product safety, and brand trust, making it one of the highest-risk situations for a dairy operation

This crisis communication plan will be activated when any situation poses a potential or confirmed threat to product safety, customer health, public safety, or the organization's brand reputation and retail relationships. The priority is to respond quickly and effectively to minimize harm and prevent further impact on consumers, employees, and business partners.

Activation of the plan may be initiated under several conditions, including failed quality control or safety tests, reports from customers or retail partners indicating possible illness or product concerns, or identification of contamination risks by employees during production, handling, or distribution processes. In addition, management may activate the plan based on internal risk assessments or emerging information that suggests a potential threat to safety or product integrity.

Once the plan is activated, immediate action will be taken to stop the production and distribution of any potentially affected products. Affected batches will be quickly isolated, traced through the supply chain, and documented to determine the scope of impact. Leadership and relevant regulatory agencies will be notified promptly to ensure compliance and coordinated response efforts. Clear and consistent communication will be issued to retail partners and customers to provide accurate information and guidance. If necessary, a formal product recall will be initiated to protect consumer safety.

Finally, corrective actions will be implemented to address the root cause of the issue, and ongoing monitoring will be conducted to ensure recovery, prevent recurrence, and restore full operational integrity.

Hildebrand Farms Dairy identified milk contamination as the primary crisis scenario due to its potential impact on public health, product recalls, and brand reputation. As a food production operation, this type of crisis presents the greatest risk and requires a clear and immediate communication strategy.

Stakeholders

Internal Stakeholders

- Family owners and management
  - Serve as the primary decision-makers during a crisis and are responsible for approving all communication before it is released. This group determines the overall response strategy, including operational changes, product recalls, and coordination with regulatory agencies or business partners. They also ensure that information shared internally is accurate and timely so employees understand the situation. In addition, family owners and management may serve as the public face of the organization, acting as the designated spokesperson and maintaining transparency with stakeholders. Their leadership is essential for maintaining trust, making quick decisions, and guiding the organization through the crisis.
- Farm workers
  - Are responsible for livestock care and feed management play an important role in maintaining normal operations during a crisis. These employees must be informed of any changes that may affect animal care, feeding schedules, or biosecurity procedures. Clear communication helps ensure that animal welfare remains a priority and prevents confusion about new expectations. Farm workers may also be asked to assist with additional documentation, sanitation measures, or restricted access to certain areas depending on the situation. Keeping this group informed and supported helps maintain stability in daily operations while the organization addresses the crisis.
- Production staff
  - Involved in processing and packaging must receive immediate communication if a crisis involves product safety or quality. These employees are responsible for halting production when necessary, identifying affected batches, and following updated safety or sanitation procedures. They may also assist with isolating products, labeling recalled items, and implementing additional quality control checks. Clear instructions and consistent updates help reduce errors and ensure the response is handled efficiently. Production staff are critical to resolving the issue and preventing further distribution of affected products.
- Retail and storefront employees
  - Serve as the front line of communication with customers during a crisis. These employees need clear talking points so they can answer questions accurately and consistently. They must also be informed about how to handle product returns, refunds, or customer concerns in a professional manner. Providing this group with timely updates reduces confusion and helps maintain customer trust. Retail employees may also be responsible for posting signage, sharing updates, and directing customers to official communication channels for more information. Their interactions with customers can significantly influence public perception of how the company is handling the crisis.
- The communications or marketing manager
  - responsible for managing both internal and external communication efforts. This role includes drafting statements, preparing press releases, updating social media, and coordinating with media outlets. The communications manager also monitors public response, identifies misinformation, and ensures messaging remains consistent across all platforms. Internally, this role helps distribute information to employees and provides guidance on appropriate communication. The communications or marketing manager works closely with leadership to ensure all messaging is accurate, timely, and aligned with the organization's response strategy.

Stakeholders Cont.

External Stakeholders

- Consumers and local community members
  - One of the most important external stakeholder groups during a crisis because they are directly affected by product safety, availability, and the overall reputation of the dairy. These individuals rely on timely, accurate information to understand what has happened and whether any action is required. Communication with this group should focus on transparency, reassurance, and clear instructions, such as whether to avoid certain products or expect temporary shortages. The local community may also form opinions quickly based on word-of-mouth and social media, making proactive communication essential. Providing consistent updates helps maintain trust and demonstrates that the organization is prioritizing customer safety and community relationships.
- Retail partners
  - Including grocery stores, coffee shops, and local markets, are critical stakeholders because they distribute and sell the dairy's products directly to consumers. During a crisis, these partners must be notified quickly so they can remove affected products from shelves, communicate with their customers, and follow recall procedures if necessary. Clear communication helps prevent confusion and protects both the retailer's reputation and the dairy's brand. Retail partners may also require guidance on handling returns, refunds, and customer questions. Maintaining strong communication with these businesses ensures coordination and reinforces long-term partnerships.
- Industry organizations
  - Such as the Kansas Dairy Association, serve as important external partners during a crisis. These groups may provide guidance, support, and industry-specific resources to help the organization respond effectively. They may also assist with communication to broader agricultural audiences or help clarify industry standards. Maintaining communication with these organizations ensures that messaging aligns with industry expectations and best practices. Their support can also help strengthen credibility and demonstrate that the organization is working within accepted guidelines.
- Regulatory agencies
  - Food safety authorities, are essential stakeholders during any crisis involving product safety, animal health, or operational compliance. These agencies may require reporting, inspections, or corrective actions depending on the situation. Clear and timely communication with regulators helps ensure compliance with legal requirements and demonstrates responsibility. Working cooperatively with these agencies also supports accurate public messaging and helps resolve the issue efficiently. Maintaining a transparent relationship with regulatory authorities is critical to protecting both public safety and the organization's credibility.
- Suppliers
  - Suppliers that provide feed, equipment, and packaging materials, are also impacted by operational disruptions during a crisis. These partners may need to adjust delivery schedules, pause orders, or provide additional resources depending on the situation. Communicating early with suppliers helps prevent misunderstandings and allows them to plan accordingly. In some cases, suppliers may also assist with resolving the issue, such as identifying potential sources of contamination or providing replacement materials. Maintaining open communication with suppliers helps support operational continuity and strengthens business relationships.

Crisis Communication Team

INTERNAL TEAM

The internal communications team will primarily consist of Hildebrand family members along with the Marketing and Communications Manager. Because the organization is family-owned and operates with a smaller staff, communication responsibilities will be shared among leadership while maintaining clear roles during a crisis. This structure allows for quick decision-making, consistent messaging, and efficient coordination between operations and communications.

The two individuals mainly responsible for handling communications during a crisis would be Melissa Hildebrand-Reed, who serves as the head of the farm, and Dominique Montes, the Marketing and Communications Manager. Melissa Hildebrand-Reed would oversee major decisions, approve messaging, and serve as a primary spokesperson when needed. She would also coordinate with internal staff, ensure operational updates are communicated, and maintain transparency with key stakeholders.

Dominique Montes would be responsible for drafting communication materials, managing social media updates, coordinating media responses, and ensuring consistent messaging across all platforms. This role would also include monitoring public feedback, responding to inquiries, and providing updates to employees so everyone has accurate information. Together, these individuals would work closely to ensure timely, clear, and professional communication throughout the crisis.



EXTERNAL PARTNERS

Retail partners and distributors, such as grocery stores, markets, coffee shops, and restaurants, are important external partners during a crisis because they sell and distribute the company's products directly to consumers. These partners rely on the company to provide safe, high-quality products and must be quickly informed of any recalls, contamination concerns, or supply disruptions. Clear communication allows them to remove affected products, respond to customer questions, and follow proper procedures for returns or refunds. Maintaining timely updates with retail partners helps prevent confusion, protects customer safety, and preserves strong business relationships.

Regulatory agencies, including the U.S. Food and Drug Administration and the Kansas Department of Agriculture, oversee food safety and ensure the company follows all laws during a crisis. These agencies may require reporting, inspections, or corrective actions depending on the situation. Communicating promptly with regulatory authorities helps ensure compliance and demonstrates responsibility and transparency. Working closely with these agencies also supports accurate public messaging and helps resolve the situation efficiently.

Crisis Response Plan

TYPES OF MEDIA TO LOOK AT

During a milk contamination crisis, the organization should closely monitor local news outlets, online media, and social media platforms to stay aware of public perception and coverage. Local television stations, radio broadcasts, and newspapers are especially important because they are often the primary source of information for community members. Monitoring these outlets allows the organization to quickly identify how the situation is being reported and correct any misinformation. Online media sources, including digital news websites and community forums, should also be reviewed regularly to track how the story is spreading and what concerns are being raised. Social media platforms such as Facebook and Instagram should be monitored closely for comments, questions, and shared posts related to the contamination. This helps the organization respond quickly, address rumors, and provide accurate updates. Tracking media coverage also allows the communications team to adjust messaging to better address public concerns and maintain transparency throughout the crisis.

QUESTIONS TO EXPECT & HOW TO RESPOND

During a milk contamination crisis, media outlets will likely ask direct questions about the safety of the product, the scope of the issue, and how consumers are affected. One common question may be, "What exactly happened?" The response should focus on confirmed facts, such as explaining that a potential contamination was identified in a specific batch and that the organization is investigating the source. Another likely question is, "Which products are affected?" The response should clearly identify the products, production dates, and where they were distributed, while encouraging consumers to check labels. Media may also ask, "Is the product safe to consume?" The organization should respond cautiously and transparently by advising consumers not to consume affected products until the investigation is complete.

Additional questions may include, "How many people are affected?" and "Has anyone become ill?" Responses should only include verified information and avoid speculation. If information is still being gathered, the spokesperson should explain that the investigation is ongoing and updates will be provided as soon as confirmed. The media may also ask, "What is the company doing to fix the problem?" In this case, the response should highlight actions such as voluntarily recalling products, working with regulators, and reviewing safety procedures. Another common question is, "How will this be prevented in the future?" The organization should emphasize process reviews, additional testing, and strengthened safety measures.

Transparency is critical when responding to media questions during a milk contamination crisis. The organization should acknowledge the issue, explain what is known, and clearly outline next steps. Responses should remain calm, honest, and consistent across all communication channels. If information is not yet available, the spokesperson should state that the organization is actively investigating and will provide updates as soon as possible.

Messaging Strategy

CREATING A MESSAGE

Do's

- *Be honest and transparent about the situation, including what is known and what is still being investigated.*
- *Clearly state if there is uncertainty or limited information and explain that the organization is actively working to gather more details.*
- *Use simple, clear language that is easy for all stakeholders to understand without using technical jargon.*
- *Show empathy and acknowledge customer concerns, especially when health or product safety is involved.*
- *Focus on safety and explain what steps are being taken to protect consumers and remove affected products.*
- *Provide clear instructions for stakeholders, such as checking product labels or returning items.*
- *Keep messaging consistent across all communication channels, including social media, website updates, and media statements.*
- *Take responsibility for addressing the issue and emphasize commitment to resolving the situation.*
- *Coordinate messaging internally so employees receive the same information being shared publicly.*

Don'ts

- *Do not speculate about the cause of the contamination before facts are confirmed.*
- *Do not assign blame to employees, suppliers, or partners without verified information.*
- *Do not share unverified details that could later change and damage credibility.*
- *Do not use overly technical or confusing language that stakeholders may not understand.*
- *Do not minimize the situation or dismiss customer concerns.*
- *Do not delay communication once the issue has been confirmed and requires public awareness.*
- *Do not provide inconsistent messages across different platforms or spokespersons.*
- *Do not release confidential or sensitive information that has not been approved.*
- *Do not argue with customers or media publicly, especially on social media.*
- *Do not make promises that cannot be guaranteed, such as exact timelines before they are confirmed.*

Messaging Strategy

MESSAGE APPROVAL

All public messages must be reviewed and approved before being released to ensure accuracy, consistency, and professionalism during a milk contamination crisis. Because information can change quickly, it is important that all communication is carefully verified before being shared with stakeholders. Draft messages will first be prepared by the communications lead and then reviewed by both Melissa Hildebrand and the Marketing and Communications Manager. This two-step approval process helps ensure that messaging reflects operational decisions, aligns with current information, and maintains an appropriate tone for the situation.

Melissa Hildebrand will review messages to confirm that the content accurately reflects the actions being taken by the farm, such as product recalls, distribution changes, or coordination with regulatory agencies. The Marketing and Communications Manager will review messaging for clarity, consistency, and alignment across communication channels, including social media, website updates, and media statements. This collaborative process helps reduce the risk of misinformation and ensures that all stakeholders receive the same message.

Once both individuals approve the message, it can be distributed publicly through designated communication channels. Any updates or follow-up messages must also go through the same approval process before being released. This structured approach helps prevent conflicting statements, protects the organization's credibility, and ensures that communication remains transparent and accurate throughout the milk contamination crisis.

DESIGNATED SPOKESPERSON

Melissa Hildebrand will serve as the designated spokesperson responsible for delivering all official statements during a milk contamination crisis. Having a single spokesperson helps maintain a consistent and professional voice while reducing the risk of mixed messages. As spokesperson, she will communicate key updates, explain actions being taken, and address questions from media, customers, and community members. This includes participating in interviews, providing prepared statements, and delivering follow-up updates as new information becomes available.

The designated spokesperson will work closely with the Marketing and Communications Manager to review talking points and ensure messaging is clear, accurate, and aligned with operational decisions. This collaboration ensures that responses remain consistent across all communication platforms, including social media, press releases, and website updates. The spokesperson will also focus on maintaining transparency, acknowledging concerns, and emphasizing the steps being taken to protect customer safety.

Using a designated spokesperson helps build trust with stakeholders and demonstrates accountability during the crisis. It also ensures that communication remains organized and professional, particularly when responding to urgent media inquiries. If additional internal updates are needed, the spokesperson may also assist in communicating key information to employees so everyone understands the situation and can provide consistent responses.

Communication Channels

Hildebrand Farms Dairy will use multiple communication channels to ensure accurate, timely, and consistent messaging during a crisis.

Social Media

Facebook, Instagram, and TikTok

- Hildebrand will post the same official statement across all platforms within 24 hours of the crisis event. This message will clearly explain the situation, including what products are affected, what actions customers should take, and how the farm is responding. All updates will remain consistent in wording and information, with only minor adjustments made for format depending on the platform.
- Posts will be updated as new information becomes available. Comments and messages will be monitored regularly, and responses will be provided to address customer concerns and correct misinformation. Communication will remain clear, direct, and focused on transparency.

Website

- An official statement will be posted on the website (clearly visible on front page) within 24 hours of identifying the issue. This statement will clearly explain the situation, including which products are affected, what actions customers should take, and how Hildebrand is responding. The same message shared on social media will be posted on the website to ensure consistency across all platforms.
- A dedicated section or page will be created on the website for crisis updates. This page will be updated regularly as new information becomes available. It will include the most recent updates, product details, safety information, and any steps being taken to address the issue.

Newsletter

Hildebrand Farms Dairy will use its newsletter as the foundation for all crisis communication messaging. The newsletter will serve as the official, detailed statement during a milk contamination crisis. This message will then be shared on the website and used to guide all social media posts to ensure consistency across platforms.
The newsletter will include complete information about the situation, including what products are affected, what actions customers should take, and how Hildebrand is responding. By using the newsletter as the base message, Hildebrand can ensure that all communication remains accurate, consistent, and aligned across the website and social media channels.

Local Emergency Services

Hildebrand will coordinate with local emergency services when necessary to ensure public safety and maintain accurate communication during urgent situations.

Communication Channels Cont.

Newsletter example:

Hildebrand Farms Dairy – Important Product Safety Notice

Dear Valued Customers and Community Members,

Hildebrand Farms Dairy is issuing this newsletter to inform you of a potential milk contamination issue that has been identified in a limited batch of our products. Out of an abundance of caution, we are voluntarily recalling the affected milk while we investigate the situation. The safety of our customers is our top priority, and we are taking immediate steps to address the issue.

Customers who have purchased Hildebrand Farms Dairy milk should check product labels and discontinue use of any items that may be affected. If you believe you have purchased a product from the impacted batch, please dispose of the product or return it to the place of purchase for a refund. We encourage anyone experiencing concerns related to product safety to contact us directly.

Our team is working closely with regulatory officials and retail partners to remove affected products from shelves and determine the source of the contamination. We are also reviewing our production and safety procedures to prevent this from happening in the future. Additional updates will be provided as more information becomes available.

We understand this situation is concerning, and we sincerely apologize for any inconvenience or worry this may cause. We value the trust you place in our products and are committed to resolving this matter quickly and transparently.

For questions or additional information, please contact us directly or visit our website and social media pages for updates.

Thank you for your understanding and continued support.

Sincerely,
Hildebrand Farms Dairy Team

Response Timeline

Initial Response

Hildebrand Farms Dairy will begin developing its initial crisis response within 5 hours of identifying a potential milk contamination issue. During this time, the team will gather accurate information, confirm details of the affected products, and coordinate internally. An official statement will be released within 24 hours through the newsletter, website, and social media to ensure timely and transparent communication.

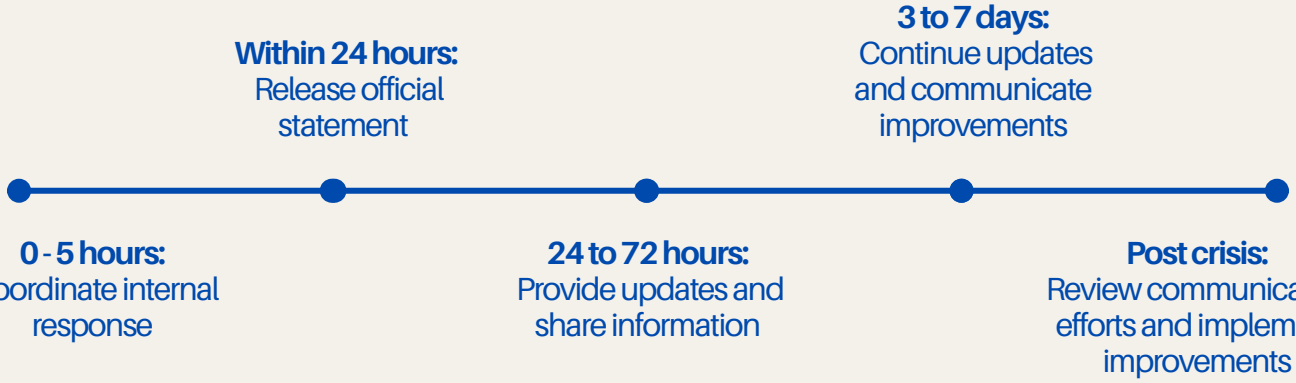
Ongoing Updates

Hildebrand will continue to provide updates as new information becomes available. These updates will include details on affected products, recall actions, safety measures, and any operational changes. Communication will be shared consistently across the website, social media, and newsletter to ensure all stakeholders receive the same information. The farm will also continue working with relevant partners to address the issue and prevent further impact.

Adjusting Communication

Hildebrand Farms Dairy is committed to improving its communication throughout and after the crisis. The team will provide regular updates through social media, email, and in person interactions with customers when appropriate. Dominique Montes will manage daily communications, with support from Melissa Hildebrand Reed as needed, to ensure messaging remains accurate and consistent.

To improve communication moving forward, Hildebrand will review how information was shared during the crisis, identify any gaps or confusion, and make adjustments to improve clarity and transparency. The team will respond promptly to customer questions and concerns and will continue monitoring feedback to ensure messaging remains clear, consistent, and responsive to stakeholder needs.



Post-Crisis Plan

Rebuild

Hildebrand Farms Dairy will focus on rebuilding trust with its community and stakeholders by maintaining open and transparent communication. The farm will continue to share updates on the situation, including what actions were taken, what was learned, and what changes have been implemented moving forward. Communication will be consistent across the website, social media, and newsletter to ensure all audiences receive the same information.

Hildebrand will also highlight the steps taken to address the issue, including improvements to safety procedures and production practices. By clearly communicating decisions and next steps, the farm will reinforce its commitment to product quality, animal care, and customer safety.

Follow Up

Hildebrand Farms Dairy is committed to learning from this situation and preventing similar issues in the future. The team will evaluate its response, identify areas for improvement, and update internal procedures as needed. These improvements will be communicated to stakeholders to demonstrate accountability and transparency.

The farm will continue to engage with customers and partners by responding to questions, providing updates on progress, and reinforcing its commitment to quality and safety. Hildebrand values the continued support of its community and will maintain open communication as it moves forward.

Crisis Communication Summary and Commitment

Hildebrand Farms Dairy is committed to responding to crisis situations with honesty, transparency, and urgency. This plan outlines how the farm will communicate during a milk contamination crisis, ensuring that customers, partners, and the community receive accurate and timely information.

By prioritizing clear communication across social media, the website, and the newsletter, Hildebrand will maintain consistency and reduce confusion during a crisis. Defined roles, structured timelines, and a focus on accountability allow the team to respond quickly while still ensuring all information is accurate.

Following a crisis, Hildebrand will focus on rebuilding trust by keeping stakeholders informed, implementing improvements, and maintaining open communication. The farm is committed to learning from each situation and strengthening both its operations and communication strategies moving forward.

This plan reflects Hildebrand Farms Dairy's dedication to product quality, customer safety, and long term trust within the community.

AI Acknowledgement

ChatGPT. Assistance with structuring and refining a crisis communication plan for Hildebrand Farms Dairy. April 2026.

Our group chose to use ChatGPT as a support tool to help organize our ideas and ensure our crisis communication plan was fully developed. We already had a general structure and understanding of the assignment, but we wanted to make sure each section was detailed, clear, and aligned with what a strong crisis plan should include.

We used ChatGPT to expand our outline, improve clarity, and refine wording throughout the document. It helped us build out sections such as communication channels, response timelines, and post crisis communication in a more structured and professional way. We also used it to check for consistency in tone and organization across the plan. All content was reviewed, edited, and tailored by our group to accurately reflect Hildebrand Farms Dairy and the specific crisis scenario.

Overall, ChatGPT was helpful in improving efficiency and organization, especially when developing detailed sections of the plan. However, the responses were sometimes too general and required revision to make them specific to the client and assignment. We also recognize that AI tools can reflect biases or provide incomplete information, so it was important for our group to critically evaluate and verify all content. While ChatGPT was a useful resource, the final plan reflects our own understanding, decision making, and application of course concepts.

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