



COMMUNICATING AG ISSUES

A Case Study Approach to Teaching & Learning

Blue Bell Ice Cream Recall

What is this case study about?

When the Blue Bell crisis hit, Blue Bell had to respond quickly to get this severe outbreak under control. This teaching case study is meant to examine and evaluate how Blue Bell reacted, handled and overcame this crisis, as well as, look at how this event in their company's history affected their reputation.

Keywords: brand reputation management, crisis communication, foodborne illness

Who can benefit from using this curriculum?

This case study would be appropriate to use in food science courses, agricultural communication courses, agricultural or consumer policy courses, risk and crisis communication courses, and broad agricultural or science issues courses to address the social and communication aspects of this controversial and risk management based issue.

What will students learn?

By the end of this case study, learners should be able to:

- Define crisis communication and how it relates to a food recall situation
- Identify communication strategies to prepare for and respond to a crisis
- Discuss how brand reputation management can influence a crisis response
- Develop effective social media messages to use during a crisis situation.

What materials are available?

- **Full PowerPoint** presentations with instructor comments that you can use either as a script or to adapt with our own wording, as you see fit.
- **Application activity** designed to help students think critically about crisis communication and how a business should handle crises.
- **Questions** that can be asked, as a way to encourage students to *think critically* about the issue as they continue through the material, as well as at the end of the case study, after students learn about all aspects of the issue.
- A **series of video interviews**, conducted with communications researchers and practitioners allows students to learn more about the concepts discussed in the case.