

The Core Four Practices

Right now, there may be an invisible enemy ready to strike. He's called BAC (bacteria) and he can make people sick. In fact, even though consumers can't see BAC - or smell him, or feel him - he and millions more like him may already be invading food products, kitchen surfaces, knives and other utensils.

But consumers have the power to Fight BAC![®] and to keep food safe from harmful bacteria. It's as easy as following these four simple steps:

- **CLEAN** : *Wash hands and surfaces often*
- **SEPARATE** : *Don't cross-contaminate!*
- **COOK** : *Cook to proper temperature*
- **CHILL** : *Refrigerate promptly*