

### *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*