

# Activity Idea Generator

## Reach Out and Fight BAC! Fruit and Vegetable Safe Handling Education Ideas



**Attention: Produce Industry Leaders!** Whether you work with growers, produce distributors or a produce company, you are in a great position to educate consumers about the importance of eating more fresh fruits and vegetables while handling them properly to reduce their risk of foodborne illness.

The Partnership for Food Safety Education ([www.fightbac.org](http://www.fightbac.org)) offers messages and downloadable materials that can be customized, showcasing your company's leadership in food safety. Include these messages in your day-to-day community outreach efforts. Here are some ideas to get you started!

- Visit [www.fightbac.org](http://www.fightbac.org) for an illustrated, downloadable slide presentation, produce handling flyer, sample press release, graphics and other tools you can use to get the word out.
- Download and customize the materials and distribute at professional conventions, trade shows and company publicity events.
- Bring the recommendations into your community. Give presentations to youth groups and service organizations to help spread the word about safe produce handling. If your community is hosting a fair or community event, make copies of the safe food handling messages available for distribution.
- Hold a fun food safety publicity event featuring BAC! himself and all the FightBAC! materials. Rent a BAC! costume by contacting the Partnership at [info@fightbac.org](mailto:info@fightbac.org).
- Post safe food handling information at your workplace so that employees on the front lines with consumers will be reminded daily of how to properly handle produce and other foods.
- Include messages and downloadable graphics on your website and print them on your packaging.
- Include messages and graphics in employee newsletters to empower and educate.
- Insert a copy of the produce handling messages, in color or black and white, into all produce deliveries to remind retailers about the importance of safe produce handling.
- Encourage your retail buyers to customize and reproduce the produce handling brochure and distribute to their supermarket shoppers. Schedule a meeting with your buyers to educate them on the safe handling messages.
- If your company sponsors an open house for key buyers, make safe produce handling an integral part of your program. Use the downloadable slide presentation at [www.fightbac.org](http://www.fightbac.org).
- Create a link from your company's website to [www.fightbac.org](http://www.fightbac.org).
- Direct consumers to [www.fightbac.org](http://www.fightbac.org) for safe produce handling recommendations and other important safe food handling information in your advertising and publicity materials.
- Stay in touch with others who develop food safety education programs. Sign up to be a BAC! Fighter today at [www.fightbac.org](http://www.fightbac.org)

