

# Activity Idea Generator



## Reach Out and Fight BAC!

### Fruit and Vegetable Safe Handling Education Ideas

**Attention: Retailers!** Whether you work in a large supermarket or at a produce stand, 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 the area of food safety. Include these messages in your day-to-day community outreach efforts. Here are some ideas how!

- Download the produce-handling pamphlet from [www.fightbac.org](http://www.fightbac.org), customize this with your company name and distribute to your supermarket shoppers or make available through your community bulletin board.
- Include the messages and supporting graphics in your company's sales flyers.
- Distribute the produce handling messages at all conventions and company publicity events.
- 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.
- Make food safety fun for your customers and employees. Hold a 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).
- Include messages and graphics in employee newsletters to empower them to educate.
- Schedule a meeting with your regional supermarket buyers to educate them on the safe handling messages.
- Post the handling recommendations on your company's website.
- 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.
- Bring the recommendations into your community. Give presentations to youth groups, schools 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. Provide a give-away with the safe produce handling tips in educational tours conducted by your supermarket.

