

**For Immediate Release**

Contact: {Your Name Here}, {your phone number}  
{Your e-mail address}

## {Your Company Name} joins Partnership for Food Safety Education in National Produce Handling Education Campaign

Goal to raise public awareness of produce-specific safe handling  
recommendations

--{Your city, state} – {Date} -- {your company name} has joined the Partnership for Food Safety Education (Partnership), in a national food safety education campaign focused on safe handling of fresh fruits and vegetables. Consumer-tested messages are reaching the public through a national network of public and private Partners and through fightbac.org and {your website address, if produce messages or posted or link to fightbac.org is available}.

The produce handling messages build on the Partnership’s long-standing Fight BAC!® campaign which uses consumer-tested, science-based messages “cook, clean, chill and separate” to promote safe food handling. High levels of consumer awareness for these core recommendations indicates that the Partnership’s Fight BAC!® campaign has made great strides educating consumers about these important food safety recommendations.

As part of the new produce education program, additional recommendations have been added highlighting the need to “check” produce (for bruising, damage and refrigeration if fresh cut) and to “throw away” fresh fruits and vegetables under certain

conditions that may render them unsafe. For a full copy of the recommendations and supporting graphics and educational materials visit [www.fightbac.org](http://www.fightbac.org).

The Food and Drug Administration (FDA) supports this effort. FDA and the Centers for Disease Control and Prevention, agencies of the US Department of Health and Human Services, joined with the United States Department of Agriculture and the Environmental Protection Agency and the Partnership's industry and consumer members to develop the messages.

{Your organization} is undertaking a number of educational activities to call attention to safe produce handling including {list your activities here}.

{Quotable local food safety advocate's name here}, {Title}, {Organization} believes that safe handling of fruits and vegetables should be a priority. "Increased consumption of fresh fruits and vegetables is crucial to a healthy diet. That's why it is so important that we educate consumers in our community about these important recommendations, to help them reduce their risk of foodborne illness."

According to Tim Hammonds, Chairman of the Partnership for Food Safety Education and President and CEO of the Food Marketing Institute, ongoing education is imperative.

"The Partnership's newly released consumer quantitative research findings suggested awareness of some produce-specific recommendations would be increased if consumers were provided more concise messages," says Hammonds. "We will leverage the Partnership's Fight BAC!® campaign and the vast network of Partnership members and BAC! Fighters to help get the word out," he continued.

To facilitate increased produce handling education, the Partnership recently added a number of new Fight BAC!® materials focused on safe handling of fresh fruits and vegetables to its website at [fightbac.org](http://fightbac.org). Materials can be downloaded and customized and include templates for generating local publicity, education tools, a slide presentation, flyers and brochures. Use of these materials by the industry, media and grassroots food safety advocates such as public health officials, educators, and health and nutrition professionals is key to continuing to help Americans understand the specific food safety recommendations.

The Partnership for Food Safety Education unites industry associations, consumer and public health groups and the United States Department of Agriculture, the Environmental Protection Agency and from the Department of Health and Human Services, the Centers for Disease Control and Prevention and the Food and Drug Administration, to educate the public about safe food handling and preparation. The Partnership, a non-profit organization, is the creator and steward of the Fight BAC!® campaign, a food safety education program developed using scientifically based recommendations and resulting from an extensive consumer research process. Fight BAC!® materials are fully accessible online at [www.fightbac.org](http://www.fightbac.org) and utilized by consumers, teachers, dietitians, public health officials and extension agents across the United States.

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