

Communicate with Customers

**Free food safety education
resources!**

The Partnership for Food Safety Education

www.fightbac.org



Good nutrition and food safety



Together.
A Food Safe America

The Partnership for Food Safety Education



Helping consumers take action to reduce risk of foodborne illness!

- Clean
- Separate
- Cook
- Chill



PLATFORMS – free templates for retailers

New York,
September 3, 2011

KEEP YOUR FAMILY SAFER FROM FOOD POISONING



Check your steps at FoodSafety.gov



Food Safe Families



HOLIDAY FOOD SAFETY

New York,
September 3, 2011



ONLINE: www.holidayfoodsafety.org

Set of templates just for retailers to promote consumer safe food handling during holiday seasons



FIGHT BAC!®

Serving more than 20,000 educators each month.



The original national consumer food safety education campaign. www.fightbac.org



RETAILERS INVITED

To Partner with us on consumer outreach!

New York,
September 3, 2011



- Vetted content for internal and external customer communications
- Quality links (Fight BAC!; Holiday Food Safety; Recall Basics; Be Food Safe)
- High quality graphics & images



CONTENT

Use it in newsletter articles, e-mail campaigns with customers. Re-tweet PFSE postings.

New York,
September 3, 2011



Dozens of free resources

be food safe.

Consumer tips for safe handling of fresh fruits and vegetables.

be food safe.



clean, separate, cook, chill.

Naturally-occurring microorganisms called pathogens can invade food and cause illness, sometimes severe and even life-threatening, especially in young children, older adults, persons with weakened immune systems and pregnant women.

For these people and their caregivers, the safe handling practices of Clean, Separate, Cook and Chill are critically important. Consistent practice of these steps can reduce risk of foodborne illness.

Fresh fruits and vegetables are important to the health and well-being of all. However, the proportion of foodborne illness cases that are caused by fresh produce has increased in recent years. This is because we eat more fresh produce than ever before, and it becomes more important to handle it properly.

At the point of purchase

- Check to be sure that the fresh fruits and vegetables you buy are not bruised or damaged.
- Check that fresh cut fruits and vegetables like packaged salads and pre-cut melons are refrigerated at the store before buying. Do not buy fresh cut items that are not refrigerated.



Cook It Safe!

1. Read and Follow Package Cooking Instructions.
2. Know When to Use a Microwave or Convection Oven.
3. Know Your Microwave Before Microwaving Food.



Be a BAC Fighter

Make the meals and snacks from your kitchen as safe as possible. **CLEAN**: wash hands and surfaces often; **SEPARATE**: don't cross-contaminate; **COOK**: to safe temperatures, and **CHILL**: refrigerate promptly. Be a BAC Fighter and reduce your risk of food borne illness!



Visit "Ask Karen" at FoodSafety.gov to ask a food safety question

Call the USDA Meat & Poultry Hotline: 1-888-MPHotline (1-888-674-6854)

FDA Food Information Line: 1-888-SAFEFOOD (1-888-723-3366)

See www.fightbac.org for free downloadable brochures, fact sheets, stickers, and other great stuff! Materials for educators can be ordered through the on-line BAC store!

The mission of the non-profit Partnership for Food Safety Education is to end illness and death from food borne infection.

Please go to www.fightbac.org for more information on how you can get involved and to sign up to receive food safety e-cards!

Sign up to be a BACFighter at www.fightbac.org



Apply the heat... and Fight!

Cooking food to the safe temperature kills harmful bacteria. So Fight BAC! by thoroughly cooking your food as follows:

SAFE MINIMAL INTERNAL TEMPERATURES

As measured with a food thermometer

Beef, pork, veal and lamb (roast, steaks and chops)	145°F with a 3-minute "rest time" after removal from the heat source.
Ground Meats	160°F
Poultry (whole, parts or ground)	165°F
Eggs and egg dishes	160°F Cook eggs until both the yolk and the white are firm. Scrambled eggs should not be runny.
Leftovers and casseroles	165°F
Fin Fish	145°F

Guidelines for Seafood

Shrimp, Lobster, Crabs	Flesh pearly and opaque
Clams, Oysters and Mussels	Shells open during cooking
Scallops	Milky white, opaque and firm

2011 PFSE



FIGHT FOODBORNE BACTERIA

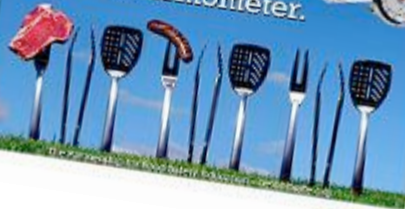
Four Simple Steps to Food Safety

www.fightbac.org

Grillmasters: Do you have the right tools?

LOGO

When you're getting out your BBQ tongs, spatulas and platters, don't forget to include the tool critical for a safe and delicious BBQ - a food thermometer.



KEEP YOUR FAMILY SAFER FROM FOOD POISONING

CLEAN

WASH HANDS AND SURFACES OFTEN

SEPARATE

SEPARATE RAW MEATS FROM OTHER FOODS

COOK

COOK TO THE RIGHT TEMPERATURE

CHILL

REFRIGERATE FOOD PROMPTLY

Check your steps at FoodSafety.gov

THANK YOU

We thank our retailer partners for their work to communicate with customers on food safety!



Partnership for Food Safety Education
www.fightbac.org





FMI is a proud contributing partner of PFSE

