be food safe.

An opportunity for America’s leading national and international food and consumer product companies to safeguard consumer health

The Partnership for Food Safety Education

a national non-profit organization
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  - platform goal
  - program origins and structure
  - **be food safe** - it matters!
    - the issues / the context
  - platform graphics & highlights of consumer research
  - national programming - your company’s involvement
Recent consumer survey data shows: Food safety awareness matters to consumers - so, it matters to your company!

*be food safe* is a tested, fresh and flexible approach to teaching basic safe food handling -- built on solid research & created with input of leading national retailers and manufacturers.

Your company should plan 2008 promotions using the *be food safe* platform - here’s why!

Your company can get support, leverage promotional activities, and link with the leading national food safety education organization - the Partnership for Food Safety Education.
be food safe.

platform goal:

- A unified national effort to engage retailers, suppliers and manufacturers in delivering *be food safe* education messages through internal and external communications programs.

- Generate millions of consumer impressions with a result that adult awareness of the importance of safe food handling is increased.
be food safe is a joint program effort of the USDA FSIS and the Partnership.

be food safe is an important “build” on the highly successful Fight BAC!® campaign

Manufacturer/supplier users of be food safe should know:

- program is backed up with significant research conducted by USDA (2005) and by PFSE (2007)
- Efforts are underway to recruit national retailers to develop large-scale promotions
- Industry promotion of the tagline will be reinforced with consumers via USDA and PFSE media and national influencer outreach
- be food safe will be consistent across public and private sectors
Origins & Structure - research basis

USDA (2005) explored:
Possible changes in audience awareness and understanding of food safety
- Utilizing social marketing concepts to focus on behavior change
- Updating key safe food handling messages for the general public

Partnership for Food Safety Education (2006):
- Built on USDA research and campaign tagline to create a campaign of specific interest to food retailers and manufacturers
- Created way for private sector to develop complementary, reinforcing platform around be food safe tagline
- Consulted retailers and food companies to create visuals with maximum flexibility for the retail environment
Consumer confidence is down - 16% drop in a single year - with product purchase affected. [Food Marketing Institute TRENDS, 2007]

Consumers believe it is very important to educate the public on safe food handling - and most believe food companies are responsible for providing information. [Partnership for Food Safety Education, 2007]
When asked to mark the top three government programs they would like tax dollars to go to, one-in-six adults indicate food safety as a top choice. [Porter Novelli ConsumerStyles 2006]

Nearly three-in-four adults (73%) say they have discussed a company’s irresponsible behavior with family or friends. More than half (59%) have stopped buying a company’s products or have stopped shopping at a store (51%) after hearing about such behavior. [Porter Novelli ConsumerStyles 2006]

28% of adults have forwarded an e-mail they received to tell others about a company’s irresponsible behavior, with 15% creating an e-mail to communicate this information. [Porter Novelli ConsumerStyles 2006]
What’s the Buzz?
The context and the consumer.

- Recalls, contamination
- Pets and people
- FDA, inspection, processes, funding
- Meat, fruits, vegetables, ingredients
- Global supply chain - It came from WHERE?!
- Organic, local, imports...full availability
- Agricultural and manufacturing technologies march ahead
- Top quality, safe food, value pricing

*If it matters to consumers ... It matters to you!*
Simple Graphics for Smart Shoppers

basics of safe food handling

be food safe.
clean. separate. cook. chill.
www.befoodsafe.org
Icons - retail platform

4 Quad Icon

Individual Practice Icons
Icons - retail platform

**be food safe.**

**Cook.**
Cook to safe temperature. Use a food thermometer – you can’t tell food is cooked safely by how it looks.

**Clean.**
Wash hands with warm water and soap for at least 20 seconds before and after handling food. Wash cutting boards, utensils, and counter tops with hot soapy water after preparing each food item and before you go on to the next food.

**Separate.**
Don’t cross-contaminate. Keep raw meat and poultry apart from foods that won’t be cooked.

**Chill.**
Chill leftovers and takeout foods within 2 hours. Keep the fridge at 40°F or below.

**www.befoodsafe.org**
Store Signage Concepts Tested
Packaging Concepts
Communications Test

- PFSE engaged BrandAmplitude to investigate consumer response to new 4-quad icon.

- Four research studies were conducted among primary food shoppers and preparers:
  1. In-person focus groups Detroit (2 groups)
  2. National online survey (n=1672)
  3. Online focus groups (3 groups)
  4. In-store interviews Indianapolis (n=24)

- Key Questions:
  - Do consumers understand the icons? What message is taken away?
  - Is there confusion? Does the icon imply that the food itself is safe?
  - What impact might seeing the icons have on behavior?
  - Where do consumers expect to find this icon?
  - Who do consumers say is responsible for providing safe food handling information?
Key Takeaways

- Consumers correctly interpret the icon to be about the four steps to ensure proper food handling: Clean, Separate, Cook, Chill.
  - No red flags or confusion were identified.

- Consumers welcome and appreciate the reminder to always follow safe food handling practices.

- There is a ‘halo effect’ -- consumers think more highly of food manufacturers and food stores that display the icon.
  - Consumers believe that display of the icon demonstrates ‘responsibility’ and ‘caring’ toward the customer.
  - The PFSE should move forward with its efforts to promote the use of the icon on food packaging and in food stores.
Highlights of Findings

- Most respondents believe food-related illness is a serious threat.
  - 64% say it is ‘very important’ to understand and follow safe food handling practices.

- 40% of respondents say they are ‘very confident’ they ‘understand and follow safe food handling procedures’. Men and women alike have a strong sense that what they do in the kitchen matters to the health of their family.
  - These findings were confirmed qualitatively as well as quantified.

  “Are you kidding????? my son, daughter, and myself are freaks about that!!!”

  “I do think about it a lot”

  “Always, safety first”

- However, over half admit that safe food handling practices are not always followed.
Communication

- The majority of respondents understand the icon to be conveying a **general safety message** (46%) or a message about **proper food handling** (26%).
  - 6% specifically played back the idea of ‘4 steps’.

- When probed for specific messages, respondents correctly interpret the icon in terms of the four steps of safe food handling.

  "Food safety matters."
  "Remind you of the safety guidelines to follow during food preparation."
  I think it’s a good idea, it gets you to think about safety
  Clear, easy to understand, easy to follow.
  "The importance of food safety."
Likes and Dislikes

- **Consumers like the 4-quad icon.** It is described as ‘colorful’, ‘eye-catching’, ‘effective’. Many say it is an important reminder of the need to use safe food handling practices.
  - There was nothing disliked, even when probed.

Nicely presented, eye catching

Eye appealing

I like the colors…contemporary

It looks great and most people will notice

It's simple, basic and eye catching

Clear, easy to understand, easy to follow.

I think it's a good idea, it gets you to think about safety

It reinforces what we know and sometime forget
Impact

- Seeing the 4-quad icon on food products and in the store makes consumers feel more positive about the manufacturer and the store.
  - Suggests the company is more responsible, trustworthy and caring.

*It makes me feel the company cares!!!*

*Makes me think that they care about their customers*

*I would think they cared about the consumers safety, and I would want to purchase their products more.*

*Yes it reminds us and shows that food stores care.*

*Yeah...they care about their customers*

*I think the store cares about their customers safety and health.*

*It would make me feel as though Dole really cares about who buys their product, and they are looking out for our safety.*

*I would shop there more often because they care about their customers and their health.*

*I would think more of them because they are trying to prevent illness.*
Impact

- 24% of consumers say they are ‘very likely’ to change the way they handle food during meal preparation after seeing the 4-quad icon on food products or in food stores.
  - Another 38% say they are ‘somewhat likely’ to change their behavior.

Does this message suggest any changes in the way YOU personally handle or prepare food? What changes?

Sometimes when rushed we can forget these steps.

Not really, I know about this, but it is a good reminder because sometime I just forget to do it.

Something that I would pay attention to
Interest

- After seeing the icon, consumers express strong interest in learning more about safe food handling practices.

- Most said that they would expect to find more information on the web, on food packaging and in food stores.

- Respondents were unanimous in their belief that it is ‘important to educate the public on safe food handling practices’, rating it a 7 on a 1-7 scale.
Who’s Responsible?

- Consumers say *food companies and the government* are most ‘responsible for providing information about safe food handling practices’.

- Consumers indicate they welcome information on a variety of topics, including guidelines for safe food storage and safe cooking temperatures.

Who should be responsible for providing information on safe food handling?

- “Manufacturers and the government”
- “Food and drug administration”
- “FDA and manufacture”
- “Food manufacturer’s, gov, supermarkets, us.”
Your company’s role

- Supplier / manufacturers bring alive *be food safe*

- A September 18 Washington DC participation announcement will preview retailer / food industry activity 2008 & beyond

- Partnership wants to identify pacesetter suppliers & retailers to lead the *be food safe* campaign and stand for the September announcement

- Join us!
## Your company’s role

<table>
<thead>
<tr>
<th>Icon</th>
<th>Retail Environment - Supplier Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clean</strong></td>
<td>Produce, meat, seafood, deli, cleaning supplies departments</td>
</tr>
<tr>
<td><strong>Separate</strong></td>
<td>Produce, meat, seafood, deli, paper products</td>
</tr>
<tr>
<td><strong>Cook</strong></td>
<td>Meat/Seafood (fresh/frozen); eggs, seasonal general merchandise (barbecues, charcoal, food thermometers)</td>
</tr>
<tr>
<td><strong>Chill</strong></td>
<td>Meat/Seafood (fresh/frozen), deli, refrigerated foods, dairy, seasonal general merchandise (ie: coolers, insulated lunch bags),</td>
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Join Us!

- Individual corporations that are donors to the *Friends of Food Safety Education* receive as one of many donor benefits use, without fee, of the *be food safe* platform.

- It is easy to get started, contact:

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