

Together: A Food Safe America.



# Who We Are.

**The only nonprofit in the U.S. dedicated to reducing the rate of foodborne illness through consumer food safety education.**



**22**

years of experience in bringing together federal agencies and the private sector to collaborate on science-based messaging and to support health and food safety educators.

**We are NOT an association.  
We are a collaborative of thought leaders.**

**We save lives without routine federal funding**, so we rely on industry and public health organizations to make this work possible.



# The Problem We are Addressing:

# 48

**million** Americans will experience food poisoning each year.



Salmonella is the leading cause of bacterial illnesses in **children under 5**, accounting for approximately **60%** of hospitalizations and **deaths**.

# \$6.9

**billion** in costs are associated with foodborne illness through **medical expenses, lost productivity, and death**.



2018 study shows 97% of people are **not properly washing their hands before meal prep**



OUR

# IMPACT



Serve **13,000 health and food safety educators** nationwide.

Educators reach **8.5 million people** a year using our free, evidence-based materials.



Our messages of safe food handling reach people **BEFORE they enter the food industry** workforce, providing a basic understanding and appreciation for food safety.

**Save Lives** by helping families and individuals understand the steps they can take to reduce the risk of foodborne illness.



# Examples of Our Activities

## RECIPE



### HAWAIIAN BBQ CHICKEN SHEET PAN DINNER

4-6 SERVINGS

#### INGREDIENTS

- 32 oz. boneless skinless chicken breasts (4 thick breasts)
- 1/2 c. BBQ sauce
- juice of 1 lime
- 3/4 tsp. chipotle powder, divided
- 1 red bell pepper
- 1 green bell pepper
- 1 red onion
- 3 c. fresh pineapple
- 1 Tbsp. oil
- 1/2 tsp. sea salt

#### INSTRUCTIONS

- 1 Wash hands with soap and water.
- 2 Preheat your oven to 350 °F.
- 3 Add the chicken breasts to a large Ziploc bag. (Do not rinse poultry or meat.) To the bag, add the BBQ sauce, 1/2 tsp. chipotle powder and lime juice. Seal the bag and squish around until chicken is well coated. Set the bag in a shallow pan and place the bottom shelf of the refrigerator. Allow to marinate for 30 minutes.



40°F or BELOW

Breast milk and prepared formula must be refrigerated at 40°F or below.

[www.fightbac.org/kids](http://www.fightbac.org/kids)

## CORNER

- Clean
- Seal
- Cool
- Inte
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Food Safety Chain of Prevention:  
Keeping Food Safe

Production

Those who grow, harvest, pack, and hold our food work to prevent hazards or harmful conditions that can make our food unsafe. By following good agricultural practices, farmers who grow or produce our food can prevent pathogens, chemicals or even objects like rocks from getting into our food.



Before food gets to our table it passes through several steps. Tiny germs called pathogens – so small they can only be seen with a microscope – can get into our food and make us sick. Keeping food safe and preventing food poisoning starts at the farm and extends all the way to our family's dinner table!

TIPS, TRICKS & MORE!



JOIN US FOR DELICIOUS FOOD AND FUN!

...JRSDAY,  
SEPT. 27  
4 P.M. ET

HOST:  
Toby Amidor, best-selling cookbook author and food safety expert

WHERE:  
@Fight\_BAC

Learn more about food safety at [StoryOfYourDinner.org](http://StoryOfYourDinner.org)

BROUGHT TO YOU BY:

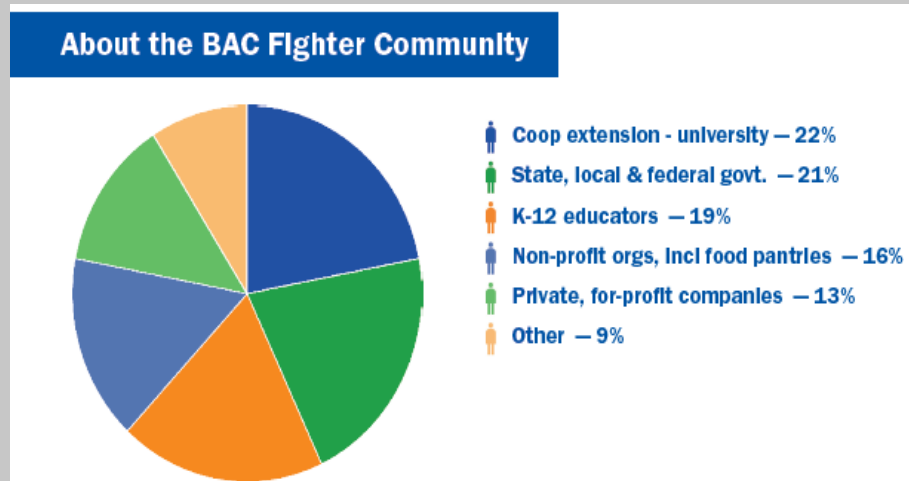


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# AUDIENCE

We primarily serve **13,000 health and food safety educators** (BAC Fighters) nationwide, rural and urban.

We support them in their efforts to reach home cooks.



They reach families and individuals through community based events like health fairs, nutrition education classes, local food safety trainings, and are often the first point of contact on food handling questions.



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# OUTREACH METRICS



**14,000** total social media followers



**1.8 million** fightbac.org visitors (new) annually



**13,000** educators who we communicate with weekly, and reach **8.5 million** U.S. consumers



**28** contributing partners who leverage their networks



**6,516** webinar registrants in total in 2018



**205 million** reached in our direct consumer campaign, Story of Your Dinner



# 2019 PFSE Partners



"We partner with PFSE because they can reach health and food safety educators in ways we cannot."  
— K. Means, Produce Marketing Association

