



FOR IMMEDIATE RELEASE

“Story of Your Dinner” Calls Health Educators Nationwide to Action

Health Educators Could Win in Sweepstakes Challenge for Sharing New Food Safety Tools

ARLINGTON, VA. – September 3, 2019 – The [Partnership for Food Safety Education](#) (PFSE) is marking National Food Safety Education Month with new [The Story of Your Dinner](#) consumer food safety tools created with the support of [Cargill](#), [Costco Wholesale](#) and [the Frozen Food Foundation](#). The Story of Your Dinner campaign supports families in enjoying safe, fun and tasty meals at home.

The Story of Your Dinner campaign includes shareable materials for consumers, the food industry and the Partnership’s active network of 13,000 BAC Fighters. The BAC Fighter network includes dietitians, cooperative extension specialists, caregivers and public health officials who together deliver food safety education to millions of people in the United States each year.

“Food poisoning is more common than people realize. The Story of Your Dinner offers great content built from research showing that if food safety prompts are in recipes, people will follow them,” said Shelley Feist, PFSE executive director. “Now in its fourth year, we’re excited to further engage our BAC Fighter educators’ network to share new tools and resources to educate millions of families on this important topic.”

U.S. health and food safety educators prevent thousands of illnesses each year by teaching people about hand washing, reducing cross contamination, and ensuring food is cooked to safe internal temperatures.

To further leverage the effective network of health and food safety educators, PFSE is launching its first-ever BAC Fighter Challenge, running September 16 through December 16. The three-month challenge rewards public health and non-profit educators for sharing The Story of Your Dinner materials in their communities for a chance to win a cash prize throughout the campaign.

Materials for this year’s program include:

- Animated video [expanding on the “clean” step of the Core Four](#) (other steps include separate, cook and chill).

- Animated [“chain of prevention” video](#) to help consumers understand all that is done to keep food safe, and simple steps to take at home to reduce risk of food poisoning.
- Printable recipes with photos developed by leading food bloggers:
 - [Five-Ingredient Honey Mustard Salmon](#) by [A Sassy Spoon](#).
 - [Slow Cooker Chipotle Carnitas](#) by [Mommy’s Home Cooking](#).
 - [Sheet Pan Flank Steak](#) by [¡Hola! Jalapeño](#).
- Sharable recipe videos and printable recipes cards developed by [Partnership for Food Safety Education](#):
 - [Hot Chocolate Cookies](#).
 - [Turkey Butternut Squash Skillet Chili](#).
- [Printable flyer](#) on food safety for home holiday parties and buffets.
- [Infographic](#) on proper food handling tips when baking.
- Food safety [activity sheets](#) and [placemats](#) for kids.
- [Social media graphics and content](#).

“One in six Americans get sick with a foodborne illness each year, with children under age 7 being at a higher risk,” said Kathy Means, PFSE Board chairperson and Produce Marketing Association vice president of demand creation and consumer affairs. “We are working to reduce this statistic by sharing educational animated videos, family-friendly recipes, activity sheets, fun graphics and more.”

For more campaign information and resources, visit StoryOfYourDinner.org.

For more information on the BAC Fighter Challenge, visit: <http://www.fightbac.org/food-safety-education/the-story-of-your-dinner/health-educators/>.

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About the Partnership for Food Safety Education

The non-profit Partnership for Food Safety Education is the originator of science-based food safety messages and the national leader in developing and disseminating information around the linkage of food safety consumer education with positive health outcomes. Food safety and health educators, and consumers, can download free food safety education information from the Partnership’s website at <http://www.fightbac.org/>. The Partnership is the creator and steward of the popular Fight BAC!® national food safety education campaign.

The Partnership is supported by Cargill, ConAgra, Food Marketing Institute, NSF International, the Produce Marketing Association, Tyson Foods and McDonald’s Corp., Meijer Inc., and the National Association of Convenience Stores and the

National Pork Board among other leading industry associations, professional societies in food science, nutrition and health and consumer groups.

About Cargill

Cargill provides food, agriculture, financial and industrial products and services to the world. Together with farmers, customers, governments and communities, the company helps people thrive by applying its insights and 152 years of experience. Cargill has 149,000 employees in 70 countries who are committed to feeding the world in a responsible way, reducing environmental impact and improving the communities where they live and work. For more information, visit Cargill.com.

About Costco Wholesale

Costco currently operates 736 warehouses, including 511 in the United States and Puerto Rico, 97 in Canada, 37 in Mexico, 28 in the United Kingdom, 25 in Japan, 13 in Korea, 13 in Taiwan, eight in Australia, two in Spain, one in Iceland and one in France. Costco also operates electronic commerce web sites in the U.S., Canada, the United Kingdom, Mexico, Korea and Taiwan.

About Frozen Food Foundation

The Frozen Food Foundation exists to foster scientific research, public awareness and industry education regarding the nutritional, safety and societal attributes of frozen foods for the benefit of the common good. The Frozen Food Foundation is affiliated with the American Frozen Food Institute. To learn more, please visit <http://www.frozenfoodfacts.org/>.

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Campaign Media Contacts:

Holly Jefferis, FLM Harvest
hollyj@flmharvest.com
(503) 782-4229

Shelley Feist, PFSE
sfeist@fightbac.org
(202) 220-0651