June 2007
Launch of new befoodsaf.org web site
September 2007
Corporate Participation announcement
Washington DC
Throughout 2007
Press releases, ads in trade publications
Ongoing
USDA program for educators: radio and TV PSAs, news releases and features.

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Make a difference in the health of all Americans
The Partnership is a U.S. leader in the development and delivery of tested, compelling and science-based food safety materials for a consumer audience. Let the Partnership help you integrate Be Food Safe into your existing consumer marketing efforts, or build a custom program. Call us today to get started!

Attention FMI and PMA members!
A free license to use the Be Food Safe platform is available to you now – you must sign up to participate by December 15, 2007.

National Marketing & PR Support

Food Safety Awareness!

64% of consumers say it is very important to follow safe food handling practices, however many do not always do so.1

82% 66%
2006 2007

Consumer confidence is declining...
Shoppers saying they were mostly or completely confident in the food safety provided by the industry dropped 16 percentage points from 2006 to 2007.2

NOW’S YOUR OPPORTUNITY!
Consumers believe that it is “very important” to educate the public on safe food handling practices. And most believe that FOOD COMPANIES and the government are RESPONSIBLE for providing them information.1

1 Independent research study conducted by the PFSE in March, 2007. Study included on-line surveys of more than 1,650 consumers, as well as on-line and in-person focus groups and in-store interviews.
2 Census-controlled panel data from Food Marketing Institute survey, 2007.
Introducing
BE FOOD SAFE
An educational creative platform developed specifically for the Retail and Food Industry community to help build awareness and educate consumers about the 4 core safe food handling practices.

Simple Graphics for Smart Shoppers

Meet Your Customer’s Expectations!
Consumers like the Be Food Safe logo, noting that it is “effective”, “eye-catching” and “an important reminder” to handle food properly. Here’s where they expect to see it used:

- On Food Packaging: 71%
- In Retail Stores: 62%
- In Magazine Ads: 59%

Modular Elements
Bold colors and modular elements provide complete flexibility to feature the icons and content most appropriate to your product, category, or store environment! Use them together or alone.

Informed shoppers are Return Shoppers!
Supporting the campaign on packaging and in-store can influence consumer purchase decisions!

Applying the Platform at Retail

70% say seeing the logo on food products and in-store makes them feel more positive about the manufacturer or store.

“...I would shop [at the retailer] more often because they care about their customers and their health.”

Customers look to you for solutions!
The Partnership created this platform with input from consumers and food companies. Retailers and food companies can use it with confidence.

Based on an independent research study conducted by the PFSE in March, 2007. Study included on-line surveys of more than 1,650 consumers, as well as on-line and in-person focus groups and in-store interviews.