

National Marketing & PR Support

be food safe.



clean. separate.
cook. chill.

www.befoodsafe.org

June 2007

Launch of new befoodsafe.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.

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.



Shelley Feist, Executive Director

Partnership for Food Safety Education
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The Be Food Safe platform is brought to you by the Partnership for Food Safety Education (PFSE). The PFSE unites representatives from industry associations, professional societies in food science, nutrition and health consumer groups, liaisons from the United States Department of Agriculture, the Environmental Protection Agency, the Department of Health and Human Services, the Centers for Disease Control and Prevention, and the Food and Drug Administration in an important initiative to educate the public about safe food handling practices needed to keep food safe from bacteria and prevent foodborne illness.

Grocery shoppers are **craving**

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

FACT:
1 in 4 Americans will get a foodborne illness this year!

82%



66%



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

Over 75% of shoppers believe food-related illness is a serious threat to their health. Many believe the threat is greater today than in the past.¹

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.

Simple Graphics for Smart Shoppers

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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.

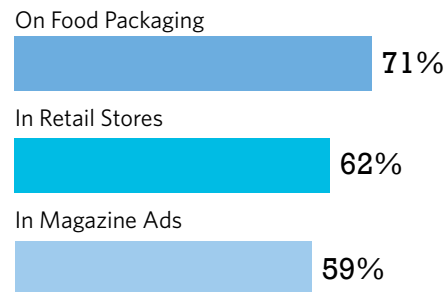
Modular Elements

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.



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.¹



Informed shoppers are Return Shoppers!

Supporting the campaign on packaging and in-store can influence consumer purchase decisions!

Applying the Platform at Retail

ON PACKAGING

70% say seeing the logo on food products and in-store makes them feel more positive about the manufacturer or store.¹

“Yes, [Be Food Safe] is a good idea because it will remind us what to do right before we prepare the food.”



IN THE MEAT DEPARTMENT

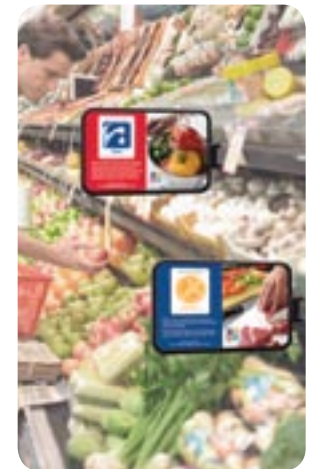


IN THE FROZEN DEPARTMENT



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

IN THE PRODUCE DEPARTMENT



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.

¹ 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.