Food Retailers Reaching Consumers

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Consumer Education Programs

September Food Safety Education Month

Kids Live Life Safe Program
The Kroger Co.
Facts and Figures
• 2640 stores nationally, including Harris Teeter
• 19 Divisions
• Over 350,000 associates
Retail Food Safety Org Chart
September Food Safety Education Month

National Food Safety Education Month

Kroger Action Plan
September 2014
In this document:

✓ Week by week store themes for food safety month

✓ Links to materials you can download and print

✓ Summary text for your customers and employees
**8/31 - 9/6:**
*Kroger Campaign for Food Safety Education Month*

**THEME:** Food Safety on the Move!

**Purpose:** To help Kroger customers keep food safety top-of-mind when preparing their Labor Day picnics or Tailgating events.

**Summary text for customers:**
Do picnics and sporting events have you packing your food to take it on the road? Remember that consistent practice of the food safety basics--clean, separate, cook and chill--will reduce the risk of illness for you, your family and friends. Hot outdoor eating tip: don’t let perishable food sit out for more than two hours—make that just one hour on a hot day (90 °F or higher).
**8/31 - 9/6:**
Your Materials – click on the title or graphic to download.

**Food Safety on the Move Flyer**

**Grilling Essential Flyer**

**Grillmaster Flyer**

*save this file as an image and then print*
**9/7 - 9/13:**
*Kroger Campaign for Food Safety Education Month*

**THEME:** Fight BAC!® Like a ProducePro

**Purpose:** Like any raw fresh foods, naturally occurring bacteria in fresh fruits and vegetables can cause food poisoning. Kroger customers can be better informed about simple home practices for safely handling fresh fruits and vegetables. Kroger stores can use their own ProducePro spokesperson – (a company consumer spokesperson, a dietitian, etc.) to promote the campaign, including building on ProducePro graphic material with photography featuring your spokesperson.

**Summary text for customers:**
Fruits and vegetables are important to your family’s healthy diet! Like any raw fresh foods, naturally occurring bacteria in fresh produce can cause food poisoning. Fight BAC!® like a ProducePro and follow the six smart safe handling practices at home!
9/7 - 9/13:
Your Materials – click on the titles to download.

ProducePro Downloads:

✓ ProducePro Tips
✓ Flyer/Sign
✓ Consumer Fact Sheet
✓ Recipe Card Template
✓ Kids Activity
9/14 - 9/20: Kroger Campaign for Food Safety Education Month

**THEME:** Home Food Safety Myths and Facts

**Purpose:** This week focuses on common home food safety myths and the scientific facts behind those myths.

**Summary text for consumers:** Recipes can be handed down from generation to generation – but so can myths surrounding home food safety -- sometimes with sickening consequences! Kroger presents some common food safety myths – and the facts behind them – to help you handle everyday food safety challenges.
9/14 - 9/20:
Your Materials – click on the titles to download.

**Myth Flyers**
- Cookie Dough
- Running Water
- Microwaves
- Bagged Lettuce
- Food thermometer
- Re-freeze
- Rinsing chicken
- Hamburgers

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**Home Food Safety MythBusters**

**Myth**

Only kids eat raw cookie dough and cake batter. If we just keep kids away from the raw products when adults are baking, there won't be a problem!

**Fact**

Just a lick can make you sick!
No one of any age should eat raw cookie dough or cake batter because it could contain germs that cause illness. Whether it's pre-packaged or homemade, the heat from baking is required to kill germs that might be in the raw ingredients. The finished, baked product is far safer - and tastes even better! And remember, kids who eat raw cookie dough and cake batter are at greater risk of getting food poisoning than most adults are.

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The Partnership for Food Safety Education 2013
Fightbac.org
9/21 - 9/27:
Kroger Campaign for Food Safety Education Month

**THEME:** Halloween Coloring Contest

**Purpose:** Reach kids and their caretakers through the fun Franken BAC coloring contest. The contest teaches them about the 10 Least Wanted Pathogens that could be found in food and how to fight them off.

**Summary text for consumers:** These microscopic monsters try to lurk in your food! Luckily, we were able to sneak up on them and get their pictures. Check out the 10 Least Wanted poster and then use the coloring sheet to draw your own creepy germ!

- Contest form/Activity sheet
- Coloring page
- 10 Least Wanted Pathogens Poster

You can be featured on our blog! Send pictures of your food safety education month activities to ashley@fightbac.org.
September Food Safety Education Month Results

- 1990 stores (83%) participated in some manner.
- 267 stores set up in-store displays and sent in pictures to their division office.
- 977 stores used in-store radio to promote food-safety tips.
- 150,000 recipe cards containing food safety information were handed out.

Cooking Essential: Food Thermometer

You cannot determine if food is fully cooked just by looking at it. The only way to make sure food has reached a safe minimum internal temperature is to use a food thermometer. Before using any food thermometer, read the manufacturer’s instructions.

Tips for Using a Food Thermometer:
- These thermometers are not designed to remain in food while it is cooking.
- To ensure safety and prevent overcooking, check the internal temperature of the food several times during the cooking time, before the food is expected to reach covering.
- The food thermometer should be placed in the thickest part of the food and should not be touching bones, fat, or gristle. Check the temperature at several places to make sure the food is evenly heated.
- Clean your food thermometer with hot water and soap before and after each use and dry thoroughly.

The best types of food thermometers for grilling:
- Digital Instant Read (Thermometers)
- Waterproof Thermometers
- Digital Remote in Food and Stick Thermometers
- Instant Read Thermometers

Digital Instant Read Thermometers
- Not waterproof
- Never put the probe in boiling water
- Read the temperature in food
- Read the temperature of the food
- Not suitable for meat
- Read on the handle of the food

The best uses of food thermometers:
- Grilling
- Baking
- Roasting
- Cooking
- Coffee

Be sure to include your food thermometer in your cooking plans!
September Food Safety Education Month Results

- 410 stores created “Produce Pro” stands for their stores to call-out consumer best practices for handling fresh produce.
- 150 stores created multi-sided stanchion signs covering topics such as “Produce Pro,” “Grill Masters,” and “MythBusters.” Over 102,000 information sheets were handed out in all stores as well.
- 300,000 bag stuffers were handed out.
- At least 60,000 “BAC Monster” coloring pages were handed out.
Kids Live Life Safe Program

• Started in 2010 in Louisville Division
• Goal was to train 10,000 kids in K – 5th Grade
• Script was developed for Store Management to use
• Encouraged to visit their neighborhood schools and teach kids about food safety
Topics Discussed

• Where does food come from?
• When should you wash your hands?
• How do you wash your hands?
• Handwashing contest!
• What can you do to avoid getting sick?
• How do you cover a sneeze?
• Take-home information for their parents
• Hand out apples, stickers
Kids Live Life Safe Results

• By the end of 2010 we had trained over 20,000 kids
• By the end of 2012 we had trained over 40,000 kids
• Countless “thank you” cards from kids and teachers
Why is Consumer Education important?
• It’s good for our customers and their families
  – Consumer knowledge about food safety is important
• It’s good for our business and industry
  – Public perception: Recalls, Outbreaks, Media stories
  – Gets employees engaged with customers
• Partner with your local regulatory agencies if possible
  – Make great contacts for the future
  – Everyone has the same goal in mind
• Don’t be afraid to “advertise” your message or success
  – Local TV stations
  – Local newspaper
  – In-store radio
What are the keys to a successful Consumer Education program?
• Buy-in of Senior Management – Core Value
  – Safety of consumers and associates
• Buy-in at store level
  – What’s in it for me?
  – Make it a “special” event
• Having a good plan in place
  – Brainstorm - Plan – Develop – Implement – Follow Up
• Engage with Partners when possible
  – Partnership for Food Safety Education
  – Local health departments
  – Local media
  – Local schools
The Kroger Co.

Thanks for your time and your efforts to keep customers safe!

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