Produce Pro: Six Smart Home Handling Practices

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Today’s Agenda

- Need for Produce Safety Education
- Review: 2004 Campaign
- Agency Approach: New Campaign
- Presenting: Produce Pro
Why Produce Safety Education
Why Educate on Produce Safety

Bigger Issue than is Realized

Salmonella a Growing Problem

Consumers Putting Themselves at Risk

Need for Consumer Education

Why Educate on Produce Safety
At Risk Groups

Elderly
Young Adults 19-29
Caucasians
Well Educated
Higher Income
Review: 2004 Campaign
2004 Campaign Creative Overview

Developed in 2004

6 Steps
1. Check
2. Clean
3. Separate
4. Cook
5. Chill
6. Throw Away

Utilized BAC/Green Guy
2004 Campaign Materials Overview

Brochure
Press Release
Template & Tips
Activity Idea Generators
  • Retail
  • Produce Leaders
  • Food Safety Advocates

Safe Handling of Fresh Fruits and Vegetables
Recommendations to Help Consumers Reduce Risk of Foodborne Illness
Developed by
The Partnership for Food Safety Education

Educator Presentation

FIGHTBAC!
Six Steps to Safer Fruits and Vegetables
Safe Handling of Fresh Fruits and Vegetables

Check
Check to be sure that the fresh fruits and vegetables you buy are not bruised or damaged.

Clean
Wash hands with warm water and soap for at least 20 seconds before and after handling fresh fruits and vegetables.

Chill
Store fruits and vegetables in the refrigerator before and after cooking.

Thaw
Thaw away fresh fruits and vegetables that have not been refrigerated in two hours of cutting, peeling, or cooking.

Remove and throw away bruised or damaged portions of fruits and vegetables when preparing to cook them or before eating them.

Finished fresh fruit and vegetables will not be cooked if they have touched raw meat, poultry, or seafood.

If you throw away meat or poultry that is not cooked and it has touched fresh fruits or vegetables, these products are not intended for consumption.

Separate
When shopping, buy fresh fruits and vegetables separated from other foods such as meat, poultry, and seafood in your cart and in bags at checkout.

Keep fresh fruits and vegetables separate from raw meat, poultry, or seafood in your refrigerator.
Impetus for Campaign Refresh

- Low Retailer Adoption
- More Scientific Background Requested
Needs for Revised Campaign

- Refocus the Target Audience
- Update Graphics
- New Material Formats
- Revised Outreach Strategy
Agency Approach: New Campaign
The Food Group Approach

1. Deep Dive
   - Understand Target Multipliers

2. Fine Tune
   - Fine Tune Messaging

3. Refresh
   - Refresh Creative

4. Test
   - Test Creative Concepts & Formats

5. Develop
   - Develop Targeted Materials

6. Distribute
   - Distribute Materials
Goal: Understand our target multipliers

Insight: Our audiences have different needs

Outcomes:
BAC Fighters
✓ Simple messaging
✓ Science based background information

Retailers
✓ Customizable materials
✓ Turnkey content

Step 1: Deep Dive
**Goal:**
Fine tune messaging

**Insight:**
Keep it positive and framed around health

**Outcomes:**
- Deletion of *cook* as a step
- Inclusion of *rinse* as a step
- Campaign Headline: Produce Pro

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**Step 2: Fine Tune**
**Goal:**
Refresh creative

**Insight:**
Keep colors healthy and vibrant
Make steps clear, concise and easy to read

Step 3: Refresh
Goal: Test creative concepts

Insight:
- Changes to icons & coloring
- Change of layout of icons
- Include more scientific information

Step 4: Test
Goal:
Develop targeted materials for each audience

BAC Fighters

For more information visit fightbac.org.

Step 5: Develop
Step 5: Develop

Goal:
Develop targeted materials for each audience

Retailers
Step 6: Distribute

Goal: Reach target audiences

BAC Fighters
- Website
- Local Presentations
- Schools

Retailers
- Website
- FNCE
- Partnerships
- Oldways

Partnerships
- Local Presentations
- Schools
- Partnerships
- Oldways
Case Study: Kroger

124 stores
Obtaining Materials
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Thank You!