Protein Power Hour





Home Grilling #AloneTogether

Moderator



Shelley Feist Executive Director

Partnership for Food Safety Education

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Today

- Protein foods
- CDC FoodNet data
- Poultry overview with Dr. Ashley Peterson
- Meat overview with Dr. KatieRose McCullough
- Recent research on consumer handling of meat and poultry
- Questions for our experts
- Great consumer tools for grilling season
- Invitation to today's YouTube Some Like It Hot event!





Housekeeping



To ask a question, please use the question box on the right of the screen.



After the webinar, you will receive a brief survey. Please fill it out. Help us improve!



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One-hour CEU available from ANFP, CDR & NEHA

- Download certificate from sidebar now
- Follow-up email within 24 hours
- Download at <u>fightbac.org</u> under "Events" tab and "Webinar Recordings" within 24 hours





Message from Dr. Mindy Brashears



Dr. Mindy Brashears Deputy Under Secretary for Food Safety

U.S. Department of Agriculture

www.fsis.usda.gov



Today's Protein Stars



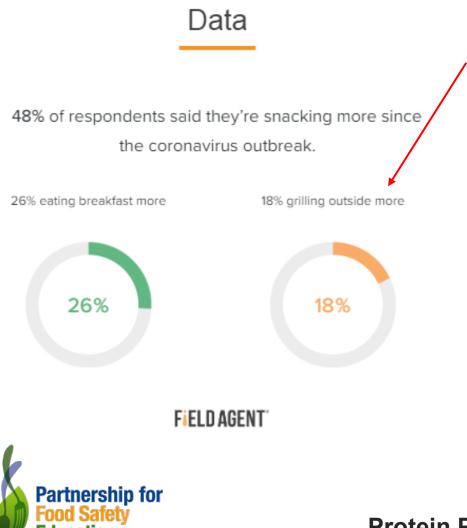


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Images: USDA FSIS



A Few Insights



Nielsen <u>reported</u> that

Billionaires

Forbes

fresh meat alternative sales increased 255% in the last week of March (compared to the same week in 2019), fully outpacing the growth of meat sales, which increased 53% over the same period. BREAKING | 10,277 views | May 4, 2020, 04:07pm EDT

Alternative Meat Sales Soar Amid Pandemic



Updated May 5, 2020, 12:38pm EDT

TOPLINE Grocery store popularity of alternative meat—like veggie burgers and plant-based proteins—has skyrocketed amid the pandemic in the U.S. with sales about doubling for top brands since President Trump declared a state of emergency on March 13; experts attribute this to consumers' desire for sustainable and healthy food compounded by meat facility closures and supply chain disruption.



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Connecting.

CDC Report on Foodborne Disease Trends Shows Need for Better Prevention Strategies

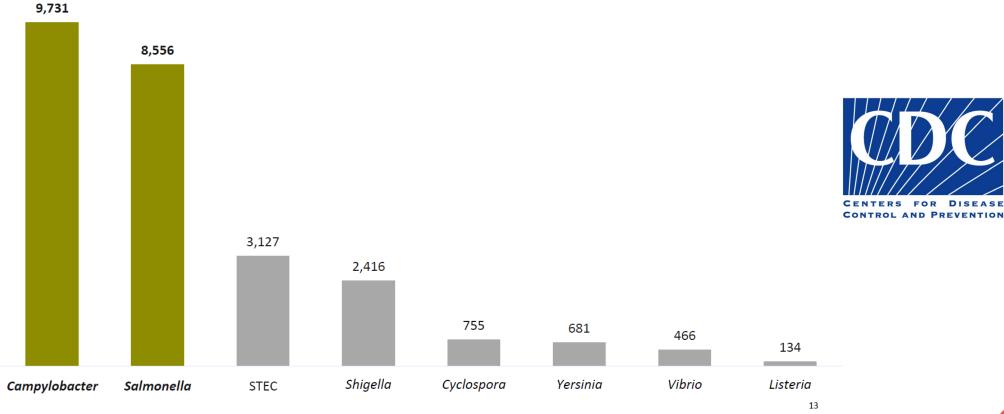


- Progress has stalled in controlling foodborne pathogens in the United States. <u>Foodborne Diseases Active Surveillance</u> <u>Network</u> (FoodNet).
- <u>Campylobacter</u> and <u>Salmonella</u> remain the most reported infections in FoodNet. Chicken is an important source of Salmonella infections.



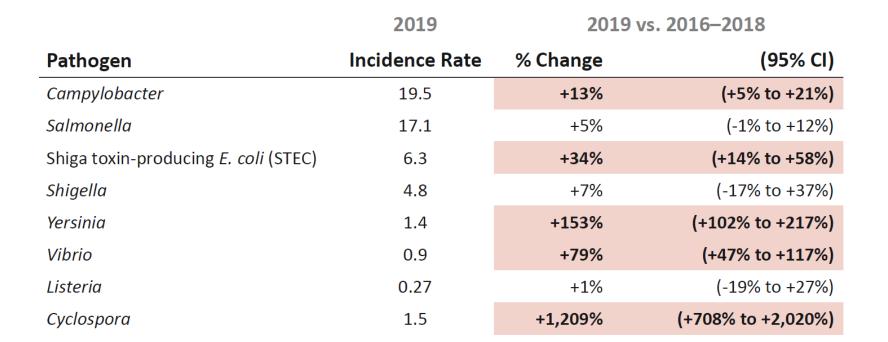


As usual, Campylobacter and Salmonella led in number of infections



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Incidence rates increased for all pathogens









2019

Among the top 6 *Salmonella* serotypes, the incidence rate significantly decreased for two and increased for one

2016-2018



Serotype	Incidence Rate	% Change	(95% CI)
Enteritidis	2.6	-4%	(-17% to +11%)
Newport	1.4	-12%	(-27% to +7%)
Typhimurium	1.3	-13%	(-24% to -1%)
Javiana	1.1	-7%	(-26% to +17%)
I 4,[5],12:i:-	0.7	-28%	(-44% to -8%)
Infantis	0.5	+69%	(+31% to +118%)





STEC O157 cases significantly decreased, non-O157 STEC cases significantly increased



2016-2018	2016	5-2	01	8
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Serogroup	% Change	(95% CI)
0157	-20%	(-34% to -3%)
non-O157	+35%	(+18% to +56%)





Guest Speaker



Dr. Ashley Peterson Senior Vice President, Scientific and Regulatory Affairs

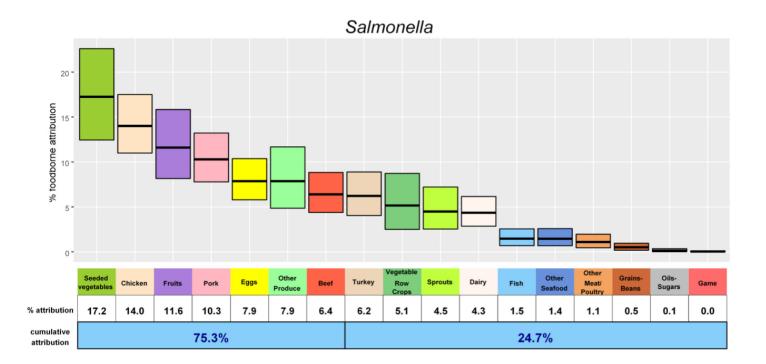
National Chicken Council

www.nationalchickencouncil.org



Concerns with Salmonella (2019 IFSAC Report)

Figure 2: Estimated percentage of foodborne *Salmonella* illnesses (with 90% credibility intervals) for 2017, in descending order, attributed to each of 17 food categories, based on multi-year outbreak data,* United States. Click here to download relevant data.



*Based on a model using outbreak data that gives equal weight to each of the most recent five years of data (2013 - 2017) and exponentially less weight to each earlier year (1998 - 2012).





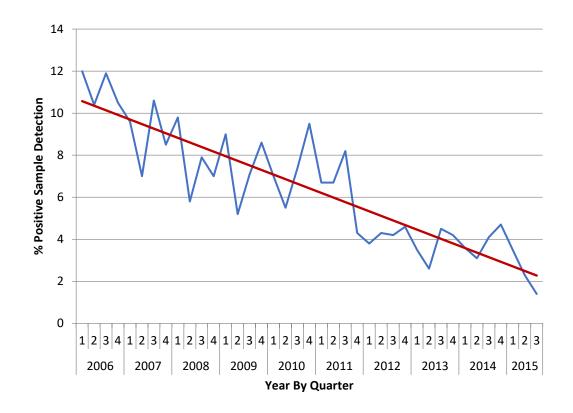
Performance Standards — What are they?

- A performance standard is a metric FSIS uses to evaluate potential presence of pathogens on poultry and other FSIS-regulated products.
- Established after a baseline is established and Healthy People 2020 goals are considered
- This metric is qualitative <u>only</u>. It determines presence or absence <u>only</u>. It does not indicate how much of the pathogen is present (or the serotype when it comes to *Salmonella*).
- Performance standards can be met by proper sanitary dressing procedures, antimicrobial application, temperature controls, etc.
- While they are not "enforceable" per se, failure to meet a performance standard can cause increased regulatory scrutiny





Performance Standards – What are they?



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- 1996 HACCP regulations promulgated performance standards for *Salmonella*
 - > 20% for Salmonella on whole broiler carcasses
- A few years later, the industry had met the performance standard on whole birds
- In 2011, FSIS reduced the performance standard for *Salmonella* to 9.8%





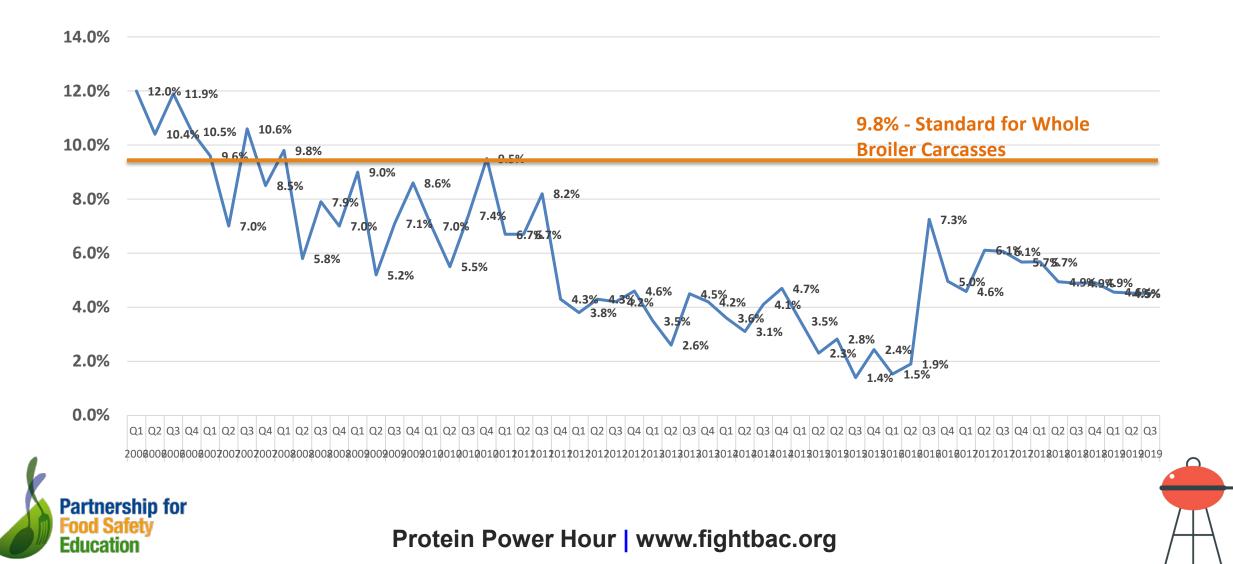
Performance Standards – What are they?

PART	SALMONELLA	CAMPYLOBACTER
Whole broilers	9.8%	15.7%
Whole turkeys	7.1%	5.4%
Chicken parts	15.4%	7.7%
Comminuted chicken	25%	1.9%
Comminuted turkey	13.5%	1.9%

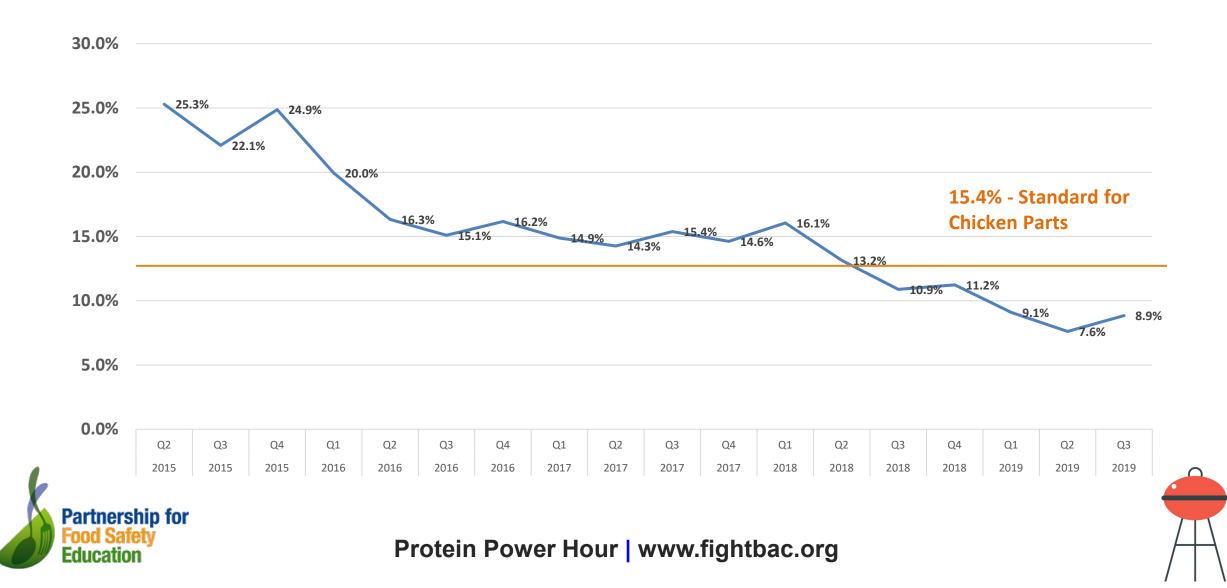
 July 2016, new performance standard implemented for Salmonella and Campylobacter on chicken parts and comminuted poultry



Current Salmonella Performance – Whole Birds

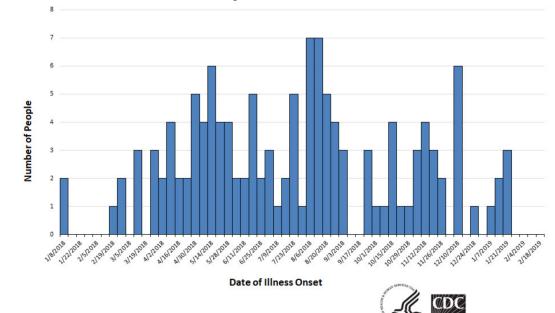


Current Salmonella Performance – Parts



Salmonella Infantis Outbreak Overview

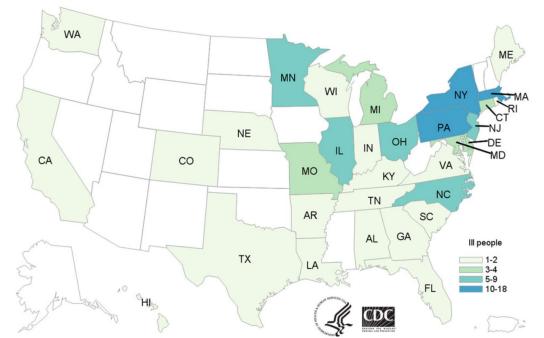
People infected with the outbreak strain of *Salmonella* Infantis by date of illness onset*



*n=129 for whom information was reported as of February 19, 2019. Some illness onset dates have been estimated from other reported information.

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People infected with the outbreak strain of *Salmonella* Infantis, by state of residence, as of February 19, 2019 (n=129)

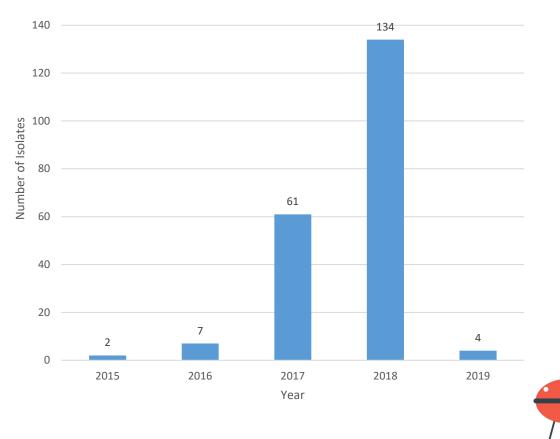


Salmonella Infantis Outbreak Overview

160

- CDC ended the outbreak investigation on February 21, 2019
- Outbreak Demographics
 - 129 cases
 - ➢ 32 states
 - Age range: <1 to 105 years</p>
 - Median age: 42 years
 - ➢ 69% female
 - > 25 hospitalizations
 - 1 death
- Outbreak strain found in 76 slaughter/processing establishments
- Though the investigation is "closed" the industry remains committed to working together to determine potential sources

FSIS *Salmonella* Infantis PFGE Pattern JFXX01.1080 Chicken Isolates by Collection Year (n = 208)





Guest Speaker



Dr. KatieRose McCullough Director, Regulatory and Scientific Affairs

North American Meat Institute

www.meatinstitute.org



2018-2019 Meat and Poultry Outbreaks

Ground Turkey – Salmonella Schwarzengrund

Pork Products – *Listeria monocytogenes*

Raw Chicken – Salmonella Infantis

Ground Beef – Salmonella Newport

Deli Ham – *Listeria monocytogenes*

Ground Beef – E. coli 026

Ground Beef – Salmonella Dublin

Northfork Bison – *E. coli* O103 and O121

Deli Meats and Cheeses – *Listeria monocytogenes*

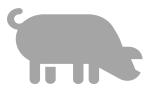


Ground Beef – E. coli O103



Pathogens of Concern





Pork

Salmonella



Listeria monocytogenes

Salmonella



Where Did Performance Standards Come From?

1996 Pathogen Reduction: HACCP System Final Rule \rightarrow Performance Standards

- No est. can have a prevalence of Salmonella greater than the baseline
- Calculated separately for each product category
- Following HACCP implementation, FSIS said they would require "establishments meet the standard *consistently over time as a condition of maintaining inspection*" – original intent



Previous Beef Standard

- Ground Beef 5 Positives out of a 53 Samples
- Cow/Bull 2 Positives out of 58 Carcass Sample*
- Steer/Heifer 1 Positive out of 82 Carcass Samples*

*Carcass sampling was suspended in 2011





Proposed Beef Standard

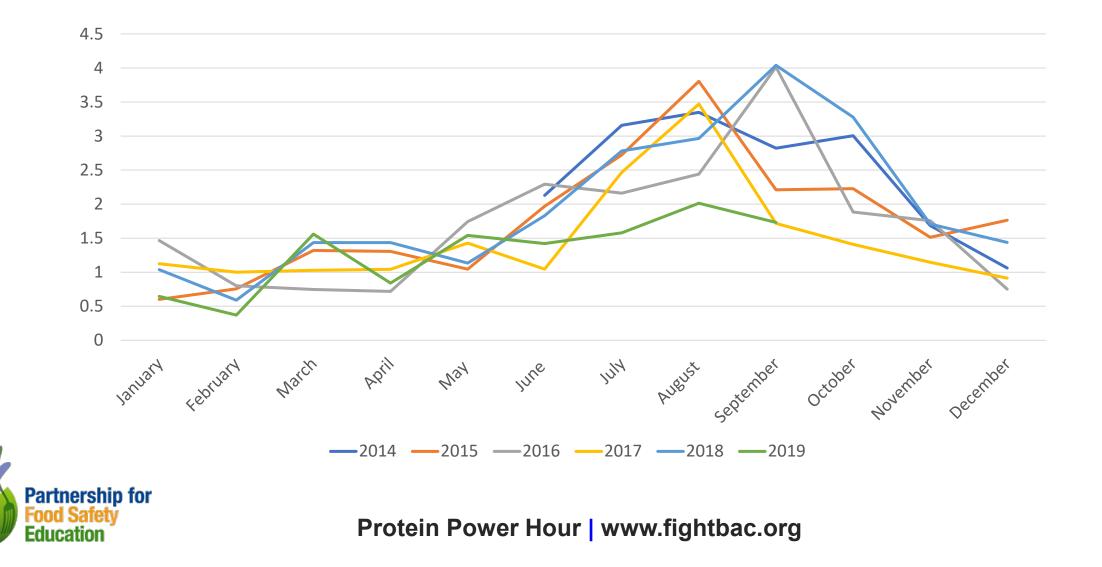
<u>52 Week Moving Window</u>

- Categorization based on <u>most recent 48</u> samples taken in window
- <u>0–2 positives</u> results in "meeting" standards categorization
- <u>3+ positives</u> results in "not meeting" the standards categorization
- If at least 48 samples are not pulled, results in an "N/A" categorization
- Collect \uparrow in higher volume est. and \downarrow in lower volume est.



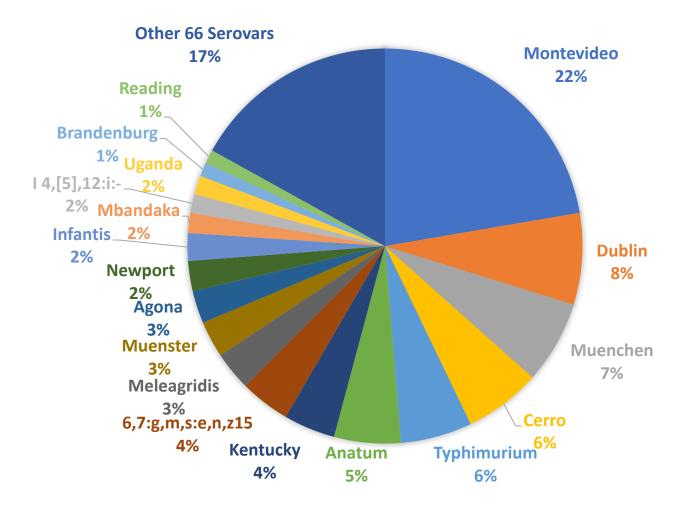


Ground Beef Sampling Program Salmonella Prevalence



Percentage of Ground Beef Salmonella Positives by Serovar

(JUNE 2014 – JUNE 2019)







Top Overall Serovars for July 2014 - June 2019

MT60 - Beef Manufacturing Trimmings MT43 - Raw Ground Beef

- 421 Positives
- 61 Serovars
- 1. Montevideo 83 _____
- 2. Dublin 35
- 3. Newport 25
- 4. Anatum 22 ~
- 5. *Cerro 20*
- 6. Infantis 20
- 7. Muenster 19-
- 8. Muenchen 18
- 9. Typhimurium 18
- 10. I 4,[5],12:i:- 13
- 11. Meleagridis 13
- 12. Agona 12
- 13. Kentucky 11

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Food Safetv

Education

- 973 Positives
- 84 Serovars
- 1. Montevideo 217
- 2. Dublin 73
- 3. Muenchen 66
 - Cerro 61

4.

5.

6.

8.

9.

10.

Typhimurium 57

Anatum - 53

Kentucky - 41

- 6,7:g,m,s:e,n,z15 40
- Meleagridis 31
- Muenster 29
- 11. Agona 26
- 12. Newport 24
- 13. Infantis 22
- 14. Mbandaka 16



Upcoming Pork Standard



PARTS GROUND PRODUCTS



Research

For more information on meat safety, check out the Foundation's website at <u>meatpoultryfoundation.org</u>



or

Contact Susan Backus at <u>sbackus@meatinstitute.org</u> to be added to our mailing list



Funded by the Beef Checkoff.







Consumer Research

Consumer Research

- USDA multi-year observational research
- Safe Recipes thermometer use





USDA FSIS Consumer Behavior Research

Five-Year Research Plan

Activity	Year 1 FY17 (Complete)	Year 2 FY18 (Complete)	Year 3 FY19 (Complete)	Year 4 FY20	Year 5 FY21
Observational Experiment w/ Microsampling	 "Cook" Messages: Food thermometer usage Pathogen transfer 	 "Clean" Messages: If wash/rinse raw chicken before cooking Pathogen transfer 	 "Cook" Messages: Prepare not-ready- to-eat (NRTE) frozen chicken product 	 "Clean, Separate, Cook, and Chill": Prepare hamburgers Prepare ready-to- eat (RTE) food 	"Separate and Chill" Messages:Intact beefLeftovers
Focus Groups		Topics focused on consumption of raw/not fully cooked meat & poultry, if wash/rinse poultry before cooking, etc.		Investigate topics gleaned from previous research and any emerging food safety topics	
Nationally Representative Web-based Survey			Questions re: recall/outbreak awareness, message fatigue, food safety info sources, food prep, etc.		Investigate topics gleaned from previous research and any emerging food safety topics





USDA Study Plans: Years 1-3



Year 1: COOK (study complete)

- Primary outcome: thermometer use and cooking to proper internal temp
- Participants prepare turkey patties and chef salad
- Experimental component to evaluate FSIS video on thermometer use

Year 2: CLEAN (study complete)

- Primary outcome: not washing poultry
- Assess extent of cross-contamination due to poultry washing
- Participants prepare spiced chicken thighs and salad
- Experimental component to evaluate FSIS social media messaging

Year 3: COOK (study complete)

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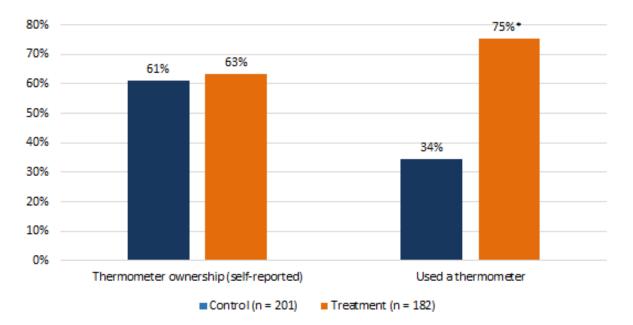
- Primary outcome: safe preparation of not ready-to-eat (NRTE) frozen food
- Participants prepare frozen chicken and a side with frozen corn
- Experimental component to evaluate news story on food safety playing in waiting room

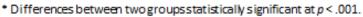




Take-aways related to meat and poultry

Preliminary Results: Thermometer Ownership (Self-Reported) and Use

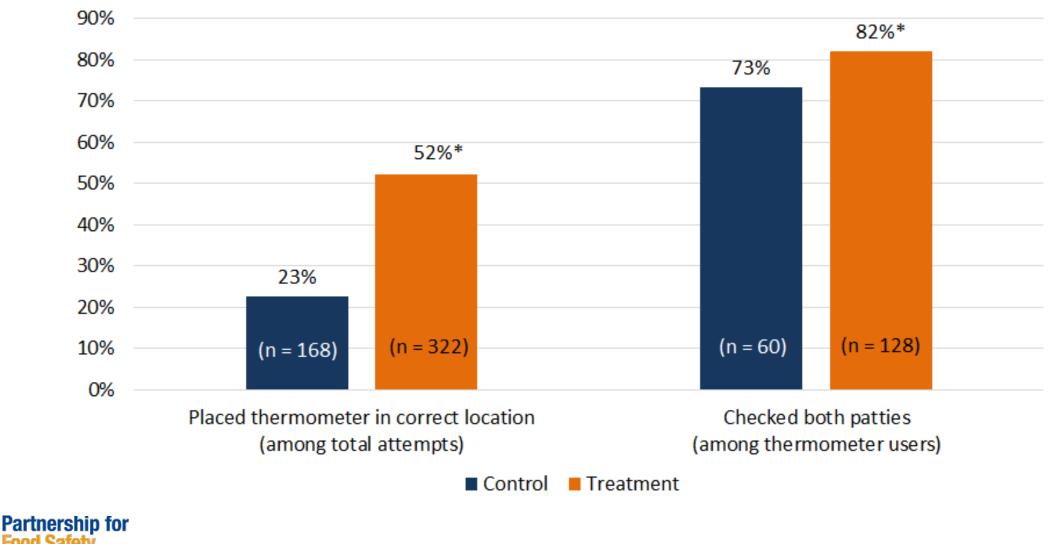




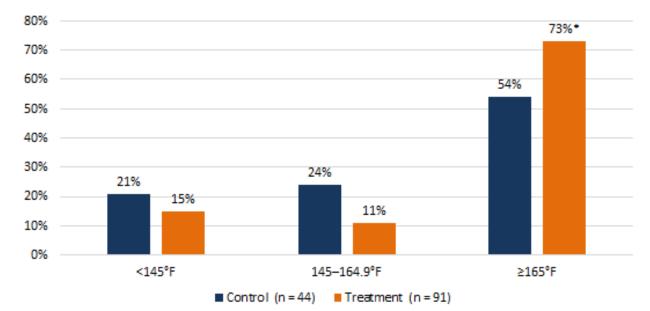
Results are preliminary, please do not distribute.

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Preliminary Results: Internal Temperature of Patties among Thermometer Users^a



^a Thermometer users (N = 206). Data are not available for 71 participants (25 control and 46 treatment) because participants submerged the data logger.

Differences between two groups statistically significant at p = .008.

Results are preliminary, please do not distribute.

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6



Thermometers with Safe Recipes

Use of thermometers improved dramatically when people were given a recipe that includes safety instructions!

THERMOMETER USE Observed Consumer Behavior

> 86% of people use thermometers using recipes WITH safety instructions.



of people use thermometers using recipes WITHOUT safety instructions.









Poultry Safe Handling Messages

In Store

- Disinfect shopping cart handle
- Place poultry in plastic bag
- Use hand sanitizer



At Home

- Keep in plastic bag place in fridge or freezer
- Wash hands before and after handling
- Thaw in the fridge
- Cook to internal temp 165 °F on food thermometer







Tools for Consumer Education

"Don't Wing It" from Fight BAC!



Download flyer here!



DON'T TOUCH

FACT:

Salmonella causes one million foodborne illnesses in the United States each year, with 19,000 hospitalizations and 380 deaths.² Even one drop of raw poultry juice could contain enough *Campylobacter* a common food-related germ—to cause illness.³

SCIENCE:

Poultry cross-contamination can occur from two major pathways: 1. Directly from raw poultry to products that will not receive further heat treatment (ready-to-eat foods). 2. Indirectly via work surfaces, hands, or other objects. Rinsing poultry increases the chances of spreading raw juices around the kitchen.

HIGH-RISK GROUPS

 Children: Children under 4 are nearly St times more likely than adults to get bacterial infections from food⁴
 Seniors: After the age of 75, many adults have weakened immune systems, increasing the risk of of contracting foodborne lilness from germs like Salmonella and Campylobacter³

SCIENCE BEHIND THE MESSAGES

In 2014, chicken was linked to 23 outbreaks, and is the food category responsible for the second-largest number of foodborne illnesses. Contaminated food sickens nearly 48 million people in the United States every year—thats 1 in $6^{\rm 1}$

There is a great deal of research behind the Don't Wing It Campaign (see page 2).

Refer to this information to help you discuss with consumers and the media the "why" behind the important safe handling behaviors of Don't Wing It.

DISINFECT YOUR SHOPPING CART HANDLE Use disinfectant wipes on surfaces, especially

handlebar and child seat. Why: 85% of people touch the shopping cart handle directly after handling

raw poultry.⁶ Why: 49% had poultry juice on their hands when they touched the cart handle.⁷

PLACE POULTRY IN PLASTIC BAG Use plastic bags provided at meat counter to help avoid contamination in the cart.

to help avoid contamination in the cart. Why: Placing raw poultry in a plastic bag reduces the risk of pathogens coming into contact with produce and other grocery items or spreading to your hands and shopping cart.

Why: 23% of chicken packages had high bacteria counts. 7% had campylobacter.⁸

USE HAND SANITIZER

IN STORE:

Use hand sanitizer after touching raw and packaged poultry if soap and water are not available.

Why: Using hand sanitizer in the store reduces your risk of cross-contamination through touch.

PAGE 1



AT HOME

weeks on refrigerator surfaces that are contaminated with poultry juice.⁹

WASH HANDS BEFORE AND AFTER HANDLING

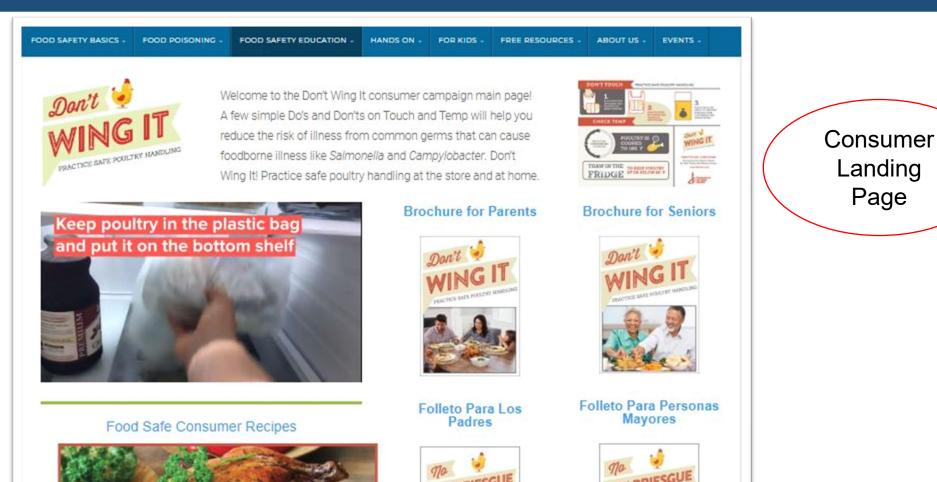
Use warm water and soap to clean hands and surfaces that have potentially come in contact with poultry or its juices.

Why: 90% of consumers crosscontaminated foods during meal preparation.¹⁰





"Don't Wing It" on fightbac.org







Page

Popular Consumer Download

Safe Cooking Guidelines

CAEE MINIMUM INTEDNAL TEMDEDATIIDEC

Beef, pork, veal and lamb (roast, steaks and chops)	145 °F with a three-minute "rest time" after removal from the heat source
Ground meats	160°F
Poultry (whole, parts or ground)	165°F
Eggs and egg dishes	160°F, but cook eggs until both the yolk and the white are firm; scrambled eggs should not be runny
Leftovers	165 ° F
Finfish	145 ° F
GUIDELINE Shrimp, lobster, crabs	S FOR SEAFOOD
Clams, oysters and mussels	Shells open during cooking
Scallops	Milky white, opague and firm

Download chart here!





Safe Recipes Available for Download



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Education

USDA Meat & Poultry Hotline

Questions about meat, poultry, or egg products, call the hotline!

- 1-888-MPHotline (1-888-674-6854)
- Open year-round M-F from 10 a.m. to 6 p.m. ET
- English and Spanish
- Email questions to <u>MPHotline.fsis@usda.gov</u>









YouTube Event Today!

Some Like it Hot! — Grilling #AloneTogether YouTube event with Fight BAC!®





Wednesday, May 13 2 p.m. Eastern

- Join us at <u>Food Safety YouTube channel</u> for grilling and food handling videos running – ready to share!
- 3 p.m. ET, Janice Lopez-Munoz, USDA Meat & Poultry Hotline, takes **live consumer questions** in English and Spanish
- Live event: <u>https://bit.ly/FoodSafetyYT</u>





Thank You 2020 Tier II PFSE Partners



For a full list of PFSE Partners, visit www.fightbac.org.



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- Download at <u>fightbac.org</u> under "Events" tab and "Webinar Recordings" within 24 hours





Thank You!

Dr. Mindy Brashears U.S. Department of Agriculture www.fsis.usda.gov



Dr. Ashley Peterson The National Chicken Council www.nationalchickencouncil.org



Dr. KatieRose McCullough North American Meat Institute www.meatinstitute.org



Shelley Feist Partnership for Food Safety Education <u>www.fightbac.org</u>







<u>https://www.fsis.usda.gov/wps/portal/fsis/topics/food-</u> <u>safety-education/teach-others/download-</u> <u>materials/consumer-research-and-focus-group-testing</u>





World Food Safety Day 2020



foodsafetyday.org





Research Appendix: Don't Wing It

- 1. "Estimates of Foodborne Illness in the United States." Centers for Disease Control and Prevention.15July 2016.
- 2. "Salmonella." Centers for Disease Control and Prevention. 30 Dec. 2016.
- 3. "Campylobacter." Centers for Disease Control and Prevention. 03 June 2014.

4. CDC. Foodborne Diseases Active Surveillance Network (FoodNet): FoodNet Surveillance Report for 2012 (Final Report). Atlanta, Georgia: U.S.

5. Center for Food Safety and Applied Nutrition. "People at Risk of Foodborne Illness - Food Safety for Older Adults." U.S. Food and Drug Administration Home Page. Center for Food Safety and Applied Nutrition. Sept. 2011.

6. Donelan, A., Chambers, D.H., Chambers, E IV, Godwin, S., and Cates, S. 2016. Consumer poultry handling behaviors in the grocery store and inhome storage. Journal of Food Protection 79(4):584-588.

7. Chen, F., Godwin,S., Stone, R., Chambers, D., Donelan, A., Chambers, E IV., and Cates, S. 2014. Evaluation of chicken meat juice on hands, chicken packages, and contact surfaces during and after grocery shopping. Journal of Food Protection. 77(A):65.

8. Chen, F., Godwin, S., Green, A., Chowdhury, A., and Stone, R., 2014. Microbiological evaluation of poultry product packages from grocery stores in Nashville, TN. Journal of Food Protection 78(A):181.

9. Chen, F., Godwin, S., Frederick, A., Wakefield, M. and Gagula, H. 2015. Survival of salmonella on the kitchen and food packages surfaces contaminated with raw meat juice. Journal of Food Protection 78(A):181.

10. Maughan, C., Chambers, E IV, Godwin, S., Chambers, D., Cates, S., and Koppel, K. 2016. Food handling behaviors observed in consumers when cooking poultry and eggs. Journal of Food Protection 79(4):970-977.

11. Chicken from Farm to Table." USDA Food Safety and Inspection Service. 24 Mar. 2015.

12: Chambers, E IV, Godwin, S. and Maughan, C. 2016. Changes in lighting conditions may negatively impact perception of doneness of cooked turkey patties. Journal of Food Protection. 79(A):123.

13. Kosa, K., Cates, SC., Bradley, S., Chambers, E IV. and Godwin, S. 2014. Consumer handling of raw poultry products at home. Journal of Food Protection 78(1):180-186

