

Don't



WING IT

PRACTICE SAFE POULTRY HANDLING

RETAILERS

Easily Share Safe Poultry Handling Tips with Your Customers!

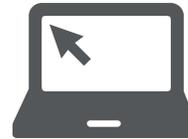
www.fightbac.org

RETAILER ACTIVATION IDEAS:



CONSUMER BROCHURES (X2)/PARENTS AND SENIORS

Simple, action-oriented messaging to help educate older adults and parents of young children on how to stay safe when handling poultry in store and at home.



ARTICLE/BLOG POST

A quick and easy-to-read article detailing the Dos and Don'ts of Touch and Temp you can post on your store's blog, social media outlets or newsletter.



INFOGRAPHIC

The critical steps to safely handle poultry at a glance. Share on your store's social media accounts.



POULTRY COOLER SHELF TAG

Print and attach to shelf in poultry cooler alongside plastic bags to remind customers of proper poultry handling while shopping.



SCIENCE BEHIND MESSAGES

Arm yourself with facts and talking points about foodborne illness and safe poultry handling so you can teach customers how to help prevent cross contamination when shopping and at home.



POULTRY BAG GRAPHIC

Print on plastic bags and place near poultry display to encourage proper handling.



RECIPE BOOKLET

Simple poultry recipe cards featuring safe handling tips. Print and place in the poultry department and share via your store's newsletters and website.



CIRCULAR AD

Fun and easy-to-understand visual gives customers the steps to safely handle poultry at a glance. Share on your store's social media accounts.



Visit FightBac.org for more information and to download these free resources.

The nonprofit Partnership for Food Safety Education develops and promotes effective education programs to reduce foodborne illness risk for consumers.