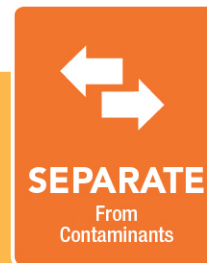
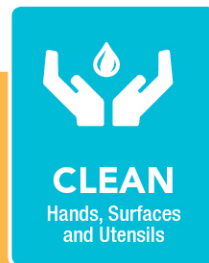




Your Fresh Fruits and Vegetables

Safe Handling of Fresh Fruits and Vegetables

Educator Presentation



Presentation Purpose

Introduce you to

producepro

– a new consumer
education campaign from



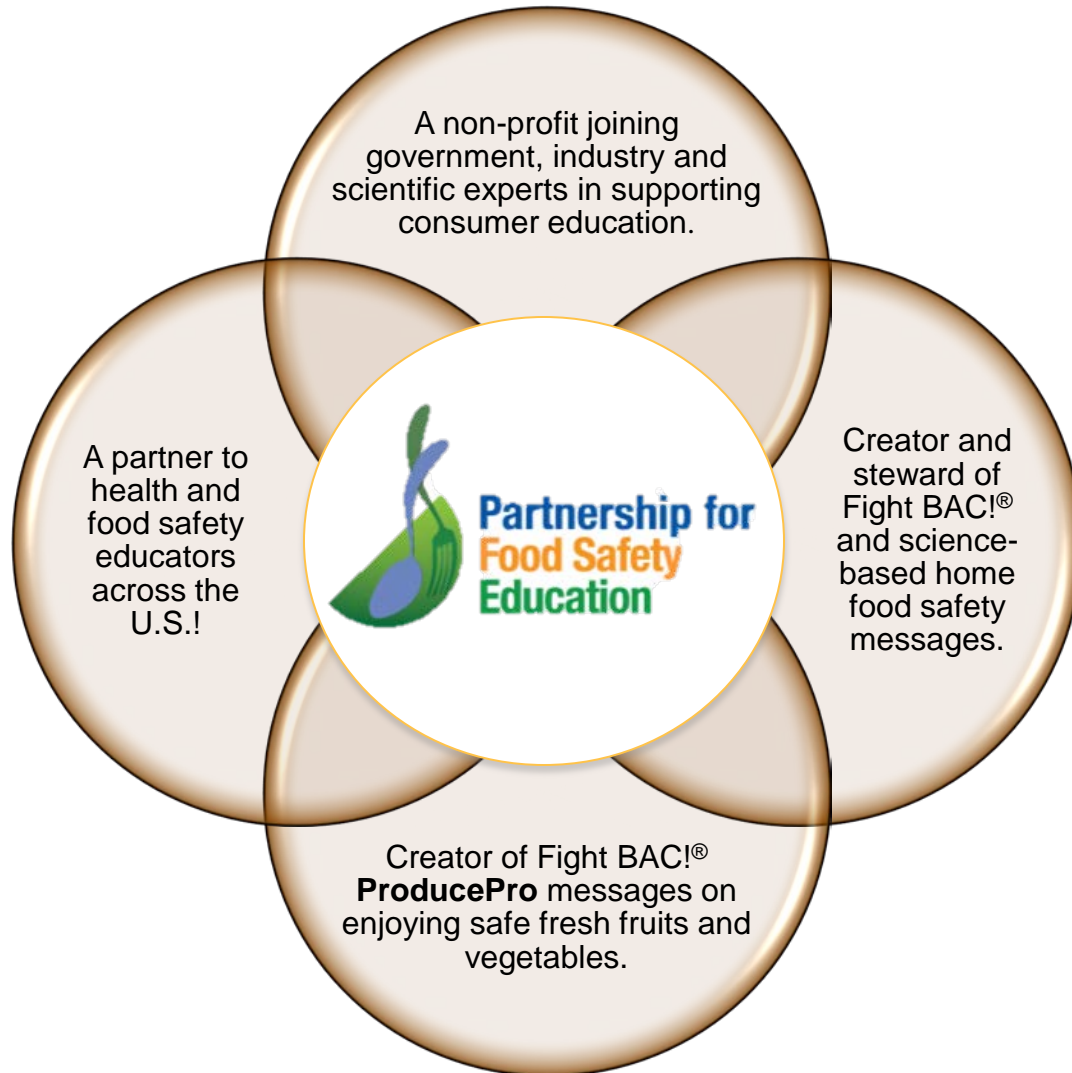
**Partnership for
Food Safety
Education**

Highlight
issues related
to educating
consumers on
safe food
handling.

Provide tools
and messages
to support
your health
education
efforts.



The Partnership for Food Safety Education



Presentation Outline

- What do we know about foodborne illness?
- Why is education important?
- What will help reduce risk?
- What can you do?



What do we know about foodborne illness?

- The US food supply is one of the safest in the world.
- However, food poisoning affects 1 in 6 Americans each year.
- Fresh fruits and vegetables are necessary for a healthy diet – and can be a source of foodborne pathogens.
- Along with encouraging consumers to eat more fresh fruits and vegetables, we must provide them with messages on hand hygiene and safe handling to reduce risk of food poisoning.



Who gets food poisoning?

Almost ¼ of the entire US population is at increased risk for illness:

- Over age 65
- Less than 5 years old
 - Kids under 4 years old are 4.5 times more likely to acquire bacterial infections from food compared to adults.*
- Pregnant women
- Immunocompromised

Few consumers think home is source of food contamination 8% (FMI 2011)

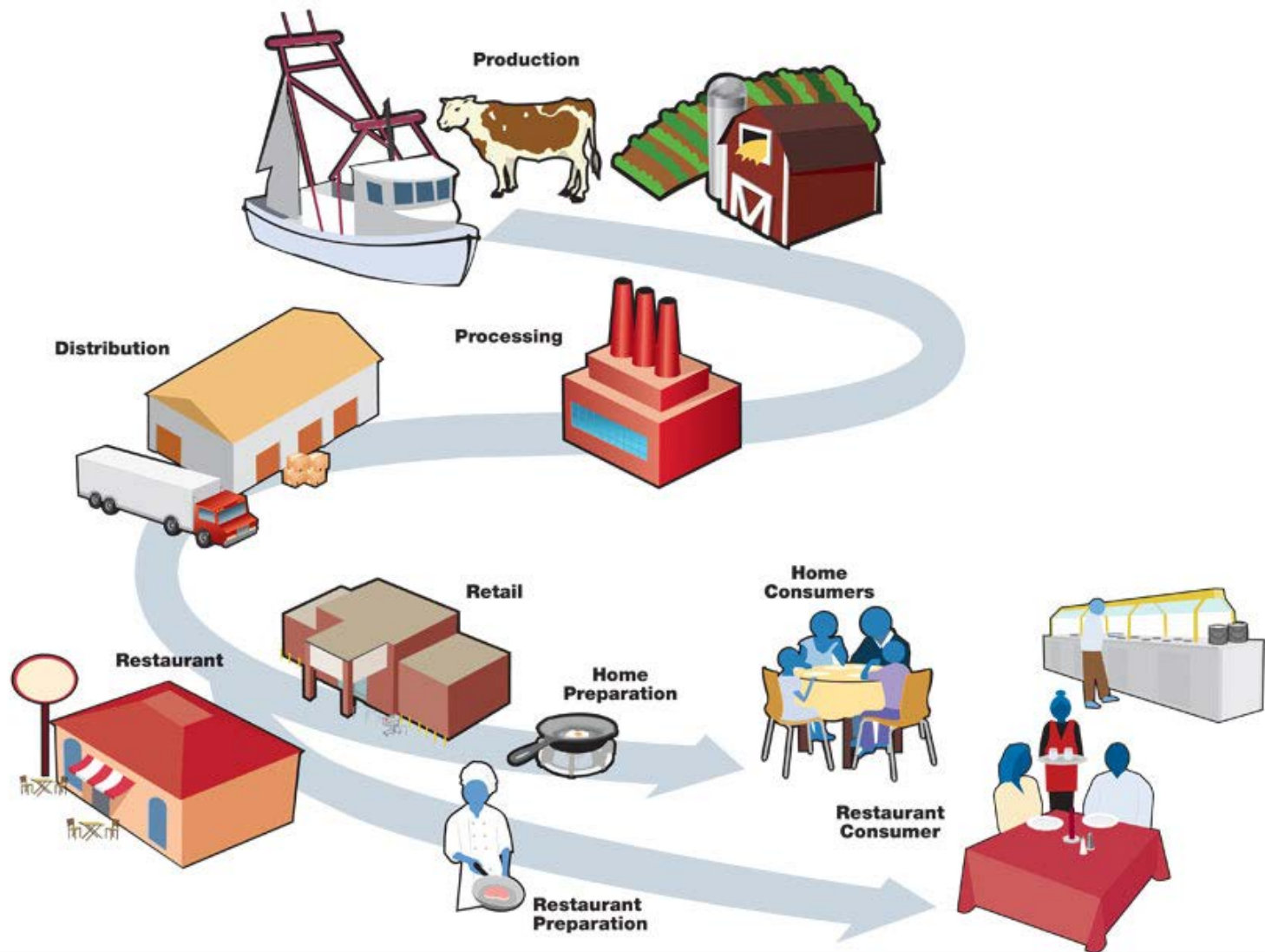


Presentation Outline

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The Food Production Chain



Source: CDC

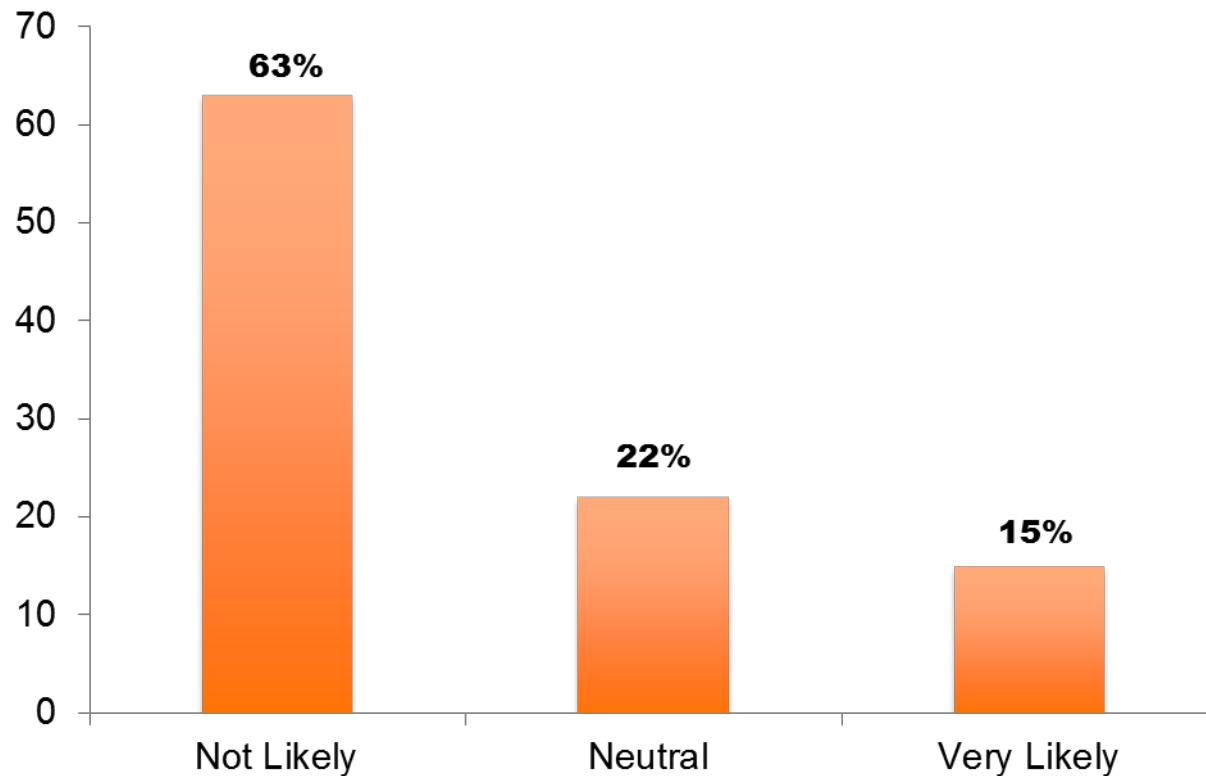
Consumer Education is KEY!

- Food handling at home is the last step in the food safety chain of prevention.
- Regardless of quality of safeguards before food reaches the consumer, food can be contaminated at the point of handling and preparation at home.
- Consumer food handling behaviors are recognized in Healthy People 2020 goals.



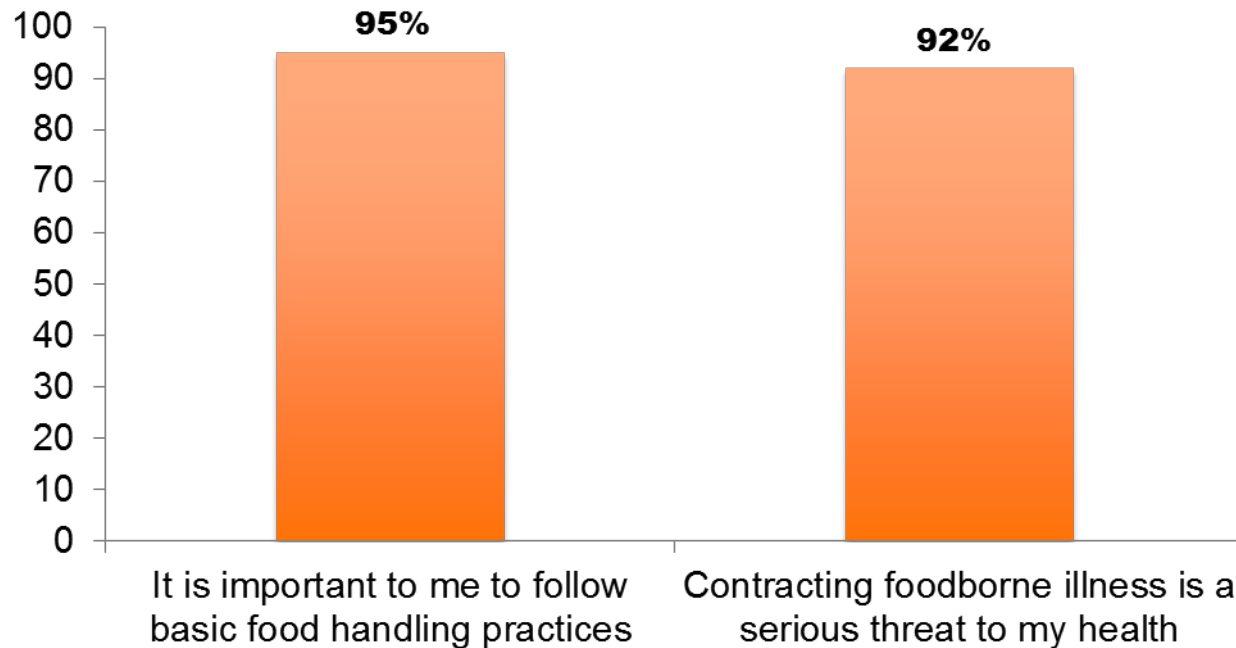
Consumer Perceptions and Behavior in Handling Fresh Produce:

US Consumers who think it is likely that fruits and vegetables have germs that could make them sick (2010 FDA Food Safety Survey):



Consumers Care About Food Safety

Consumers believe food safety is important and agree that foodborne illness is a serious health threat.



Source: The Partnership for Food Safety Education



Presentation Outline

- What do we know about foodborne illness?
- Why is education important?
- What will help reduce risk?
- What can you do?



What can be done to reduce risk?

Fight BAC!® with 6 smart produce-handling practices!

Check

Clean

Rinse

Separate

Chill

Throw Away



- ✓ Built on scientific evidence and reviewed by scientific experts.
- ✓ Communicates 6 simple produce-handling practices for consumers at home.
- ✓ Graphics and turn-key materials for health educators and food retailers.
- ✓ Supported with social media outreach by Fight BAC!®
- ✓ Tested with experts.

Don't Forget!

Recommendations should be communicated in their entirety.

Summarize verbally, but use messages exactly as provided when appearing in print

Remind consumers that thorough and consistent use of the 6 Smart Practices will help them reduce risk of foodborne illness to themselves and their family members.



Become a ProducePro

These new, colorful and approachable FREE materials help you teach smart home produce-handling practices.

Share the 6 Smart Produce-Handling Tips!



CHECK

For Bruising
or Damage

CLEAN

Hands, Surfaces
and Utensils

RINSE

Fresh Fruits and
Vegetables

SEPARATE

From
Contaminants

CHILL

Cut Produce
Below 40°F

THROW AWAY

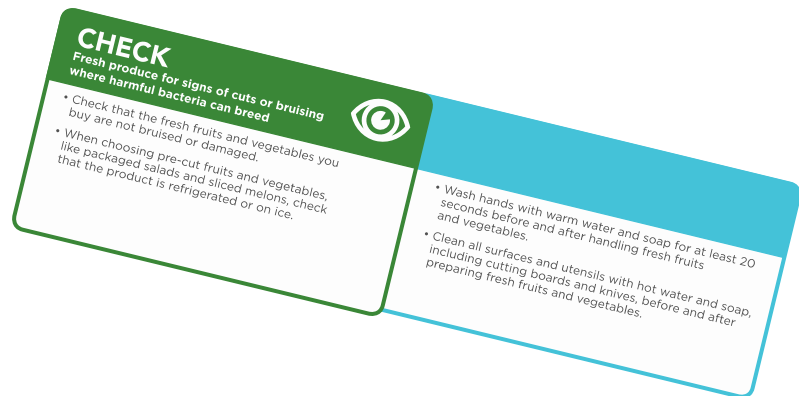
If in Doubt,
Throw It Out



Six Smart Tips for Safer Fruits & Vegetables

“Food safety is critical, especially to the health of our kids and seniors. That’s why Fight BAC!® Developed the evidence-based information you need to spread the word about fighting harmful foodborne bacteria.”

—Ellie Krieger,
Registered dietitian and
TV personality



...d, or cooked fresh fruits and vegetables within two hours of preparing.

*CDC contribution of different food categories to estimated domestically-acquired illness and death, 1998-2008





CHECK
For Bruising
or Damage

What To Do

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

When choosing pre-cut fruits and vegetables like packaged salads and sliced melons, check that the product is refrigerated or on ice.

Why

Bruising or cuts make a piece of fruit more susceptible to growth of microbes that can cause illness. But remember, you cannot see, smell or taste the bacteria that can cause food poisoning.

Bacteria grow most rapidly in the range 40° F - 140 ° F, doubling in number in as little as 20 minutes. This range of temperatures is often called “the Danger Zone.”





What To Do

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

Clean all surfaces and utensils with hot water and soap, including cutting boards and knives, before and after preparing fresh fruits and vegetables.

Why

Bacteria from unwashed hands can get into foods and drinks while people prepare or consume them.

Germs can multiply rapidly under certain conditions and make people sick. The CDC recommends this hand washing practice to reduce illnesses and the spread of infections to others.





RINSE

Fresh Fruits and
Vegetables

What To Do

Just before use, rinse under running water only the fruits and vegetables you plan to eat, including those with skins or rinds that are not eaten.

Firm-skinned fruits and vegetables should be rubbed by hand or scrubbed with a clean brush while rinsing under running tap water.

Packaged fruits and vegetables labeled “ready-to-eat,” “washed” or “triple washed” should not be washed.

Why

Evidence shows that washing vegetables and fruit by running water over them is associated with reduced microbial loads.

Researchers found that when cantaloupe and honeydew melons were scrubbed with a clean brush under running water, optimal microbial removal was achieved.

It is also recommended that consumers clean and sanitize brushes to prevent possible cross-contamination.





RINSE

Fresh Fruits and
Vegetables

What To Do

Dry fruits and vegetables with a clean cloth or paper towel.

Do not use soap or bleach to wash fresh fruits or vegetables. These products are not intended for consumption.

Why

A panel of scientists with expertise in microbial safety of fresh produce concluded that additional washing of ready-to-eat green salads is not likely to enhance safety and may increase the potential of cross-contamination.

Research shows that patting dry with paper or clean cloth towel will further help reduce bacterial loads.

Researchers found that running water was just as effective as any veggie washes, vinegar solutions or detergents in getting rid of bacteria.





SEPARATE

From
Contaminants

What To Do

In your shopping cart and in bags at checkout, separate fresh fruits and vegetables from household chemicals and raw meat, poultry, seafood and eggs.

In your refrigerator, keep fresh fruits and vegetables separate from raw meat, poultry, seafood and eggs.

When preparing food, keep fresh fruits and vegetables separate from raw meat, poultry seafood, and eggs. Do not use the same cutting board or utensils without cleaning with hot water and soap before and after preparing fresh fruits and vegetables.

Why

One food can become contaminated if it touches other raw foods or drippings from raw foods that contain pathogens.

Researchers found that cleaning cutting boards and utensils will help prevent cross contamination.





CHILL
Cut Produce
Below 40°F

What To Do

Keep your refrigerator at or below 40 ° F.

Refrigerate all cut, peeled or cooked fresh fruits and vegetables within two hours of preparing.

Why

A USDA/FDA Risk Assessment found that keeping a constant refrigerator temperature of 40° F or below is one of the most effective ways to reduce the risk of foodborne illness at home.

Bacteria grow most rapidly in the range 40° F - 140 ° F*, doubling in number in as little as 20 minutes. This range of temperatures is often called “the Danger Zone.”





THROW AWAY

If in Doubt,
Throw It Out

What To Do

Throw away any fresh fruit and vegetables that have not been refrigerated within 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 raw.

Why

Bacteria grow most rapidly in the range 40° - 140 ° F*, doubling in number in as little as 20 minutes. This range of temperatures is often called “the Danger Zone.”

The bruised or damaged portions of fruits and vegetables are more susceptible to the growth of bacteria that may cause illness.





What To Do

Throw away any fruit or vegetables that have touched raw meat, poultry, seafood or eggs.

Why

Food can become contaminated if it touches other raw foods or drippings from raw foods that contain bacteria.

You cannot see, smell or taste the bacteria that can cause food poisoning.

Presentation Outline

- What do we know about foodborne illness?
- Why is education important?
- What will help reduce risk?
- What can I do?



What is my role?

- Engage consumers – help them keep basic food safety top-of-mind!
 - consistent practice at home is critical!
- Help consumers understand and effectively manage risks and benefits of consuming fresh raw fruits and vegetables.
- Work with community partners and food retailers to deliver **ProducePro** messages to consumers.



Visit www.fightbac.org Today!

Downloadable materials including:

- Curriculum Overview
- Graphics & Digital Assets
- Printed Materials
- Talking Points
- Brochure
- Recipe cards
- Tips
- Sticker



Ideas for Educating Consumers

Involve local schools

Work with science teachers to plan food safety lessons and distribute information to PTA!

Reach people through community events

Distribute messages at fairs, festivals, community events, farmers' markets.

Enlist effective community groups

YMCA, YWCA, Parks & Recreation, churches can share information with your support.

Be a BAC! Fighter

Sign up at www.fightbac.org to receive updates and connect with other health educators.

Connect with local media

Customize and distribute press release template to local area newspapers.

Multiply points of contact

Distribute messages to other colleagues and urge them to sign up to be a BAC! Fighter today!

Link to www.fightbac.org! Find dozens of free educational downloads on home food safety.



FIGHT BAC LIKE A producepro

The Partnership for Food Safety Education

