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Joint Message
PFSE Board Chairman & Executive Director

As we close out the second year of the global pandemic, we are extremely proud of the accomplishments of the Partnership for Food Safety Education (PFSE) and our 13,000 BAC Fighters. It was a year full of challenges, opportunities, and renewed growth for the Partnership and our health and food safety collaborators.

In January 2021, we closed out several months’ work with food safety experts that comprise the Partnership’s Science Working Group. With a focus on the science that forms the foundation of our core four messaging (clean, separate, cook and chill), this group provided valuable expert feedback and recommendations. In the future, this group’s work will help a team of communications experts evaluate how we further improve the messaging and delivery methods for food safety education.

We greatly appreciate Cindy Jiang of McDonald’s and Steven Mandernach of the Association of Food and Drug Officials, who co-chaired this year’s Consumer Food Safety Education Virtual Conference. Held March 9-12, the conference theme was Now You Have My Attention: Promoting Hand Hygiene & Food Safety Education for Everyone. More than 500 health and food safety experts contributed to the success of this event. Plans are underway for the 2023 conference to be held in Washington, D.C.

If there was a secondary theme for the Partnership this year, it would be The Year of Change. Outgoing board member Patricia Buck has dedicated her life to making a positive difference through continuous improvements in food safety education, and we are indebted to her passion for preventing foodborne illness. PFSE also welcomed several new board members this year: Nancy Glick of the National Consumers League; Jennifer Quinlan, Ph.D. of Drexel University; Brian Ronholm of Consumer Reports; Dilshika Wijesekera of Instacart; and Craig Wilson of Costco. We are building a board with a focus on diversity, equity, and inclusion that will expand our food safety education focus.

Words cannot express our gratitude to outgoing executive director Shelley Feist. It goes without saying that Shelley is responsible for so much of PFSE’s success over the last 18 years. Her unwavering commitment to food safety education has resulted in improved food safety and public health outcomes. In September, the Partnership announced Britanny Saunier as the organization’s executive director. Under her leadership, Britanny has helped drive food safety education programs, hired a new manager of development, and facilitated our December board of directors meeting. We are very excited about our future!

Throughout the global pandemic, there has been a logarithmic change in how consumers purchase their food and prepare meals. In September, the Partnership launched the Prep Yourself: Food Is on the Way campaign. With food delivery becoming more a part of our lives, food safety education remains important. Designed by a diverse stakeholder group from industry, regulatory, academia, and consumers, Prep Yourself provides correct messaging on food safety for those involved in food delivery, as well as the consumers we serve. This campaign also aligns with the U.S. Food and Drug Administration’s New Era of Smarter Food Safety in Core Element 4: Food Safety Culture, specifically focusing on the development and promotion of a smarter food safety consumer education campaign.

Looking ahead to our 25th anniversary in 2022, the Partnership is already working with our federal liaisons and BAC Fighters to contribute an even greater focus on food safety education for consumers. Together, we can make a difference as we work to improve food safety education for all with the vision of a world where foodborne illness no longer exists. On behalf of the PFSE Board of Directors, we appreciate your continued food safety leadership!
Foodborne Illness

Each year, 1 in 6 people in the United States gets sick by consuming contaminated foods or beverages.

The Centers for Disease Control and Prevention (CDC) estimates that each year 48 million illnesses, 128,000 hospitalizations, and 3,000 deaths in the U.S. can be traced to foodborne pathogens.

We’re on a mission to change that.

With an active network of 13,000 health and food safety educators called BAC Fighters, we help connect with and educate millions of households on safe food handling and hand hygiene.
Our Mission

The Partnership for Food Safety Education is a non-profit organization that develops and promotes effective education programs to reduce foodborne illness risk for consumers.
2021 Metrics at a Glance

BAC Fighters Served
13,000

BAC Fighter Biweekly E-cards
29% 5%
average open rate average click rate

Total Social Media Followers
22,582

Total Social Media Impressions
551,793

Total Visits to PFSE Websites
401,957

Total Households Reached
9,453,750
Major Programs

2021 Consumer Food Safety Education Virtual Conference

In March, the Partnership held its first-ever virtual conference, and it was a huge success! With the ongoing pandemic, PFSE shared important lessons learned and best practices for cutting through message clutter to successfully engage people on the importance of safe food handling.

- More than 500 registered, and 452 joined us LIVE during the three days
- Most popular CEUs earned at the conference were Academy of Nutrition and Dietetics and National Environmental Health Association
- 93% of respondents said they will make changes in their practice as a result of information presented at the conference

The response to CFSEC 2021 was terrific! We received amazing feedback from your fellow BAC Fighters.

Thank you for all of your time and program development input!

Young Cooks Recipe Challenge

PFSE announced the winners of the Young Cooks Recipe Challenge and unveiled The Healthy Lunch Cookbook for World Food Safety Day 2021.

Even better, it's not just a cookbook: it contains kid-friendly activities along with 14 easy-to-make, healthy recipes that are delicious and include food safety prompts.

A round of applause goes to grand prize winner Cole and his Chicken, Fruit & Nut Salad Sandwiches!

This new resource is downloadable in full color, black/white format, and Spanish language. Thank you to the judges, nutritional experts, and volunteers who helped to create this cookbook.
Major Programs, cont.

Prep Yourself Food Delivery Campaign

To kick off National Food Safety Education Month, PFSE launched Prep Yourself, a national campaign to help food delivery users ensure the safety of their delivered foods.

The campaign gained some momentum from September to December:

- **More than 500 educators** attended the launch webinar
- **221 educators** downloaded the campaign tools
- **61 million media impressions** for the launch press release

PFSE will continue to promote this campaign as more people use food delivery services and need food safety guidance.

The Story of Your Dinner Campaign

The Story of Your Dinner campaign provided families with holiday meal prep advice in November and December. The campaign featured recipes, videos, kids’ activities, and food safety tips.

- **Created five new recipes** with food safety steps in English and Spanish
- **Developed holiday food delivery flyer** in English and Spanish
- **Shared holiday food safety messages** on social media using the hashtag #StoryofYourDinner

These holiday meal resources are a part of our most recognized campaign after five years!
BAC Fighters in Action

During her 25 years with Texas A&M AgriLife Extension, BAC Fighter Dr. Julie Gardner has participated in and developed numerous food safety and nutrition programs. Each year she helps to inspire students in safe cooking with the 4-H Food Challenge. Learn more about this group activity that involves students creating a dish with food safety steps.

Barb the Great, as she’s known by her family, works with brothers Cole and Clayton to enter cooking contests. This year both boys’ recipes were featured in The Healthy Lunch cookbook, with older brother Cole winning the grand prize! Learn more about how this trio is making family memories with safe recipes.

BAC Fighter Joey Peutz is a county extension educator with the University of Idaho Extension in Payette County. Her team is working on a special project to help parents encourage their children to eat a rainbow of fresh produce from local farmers markets. They are creating recipes that include food safety prompts from the Safe Recipe Style Guide. Learn more about the family recipe book.

BAC Fighter Marie Canesi has been in the kitchen with her students at the League School of Greater Boston, teaching them how to keep a balanced diet and prepare food safely. Learn more about how she engages students in safe cooking and building safe recipes.

BAC Fighter Dr. Betty Feng is an assistant professor of food science at Purdue University. Her team created an event series on trendy food safety topics. Learn more about this summer webinar series hosted by food safety leaders.
PFSE staff leads our programs by creating content and supporting the BAC Fighter network with convening activities. We rely on the generosity of the food industry, scientific associations, consumer groups, retailers, private grants, and individuals to provide science-based consumer food safety education resources free of charge to BAC Fighters. We receive federal grants periodically in support of special convening activities that allow us to bring BAC Fighters together to advance consumer food safety education.
PFSE Board of Directors

Michael Roberson (Chairman)
Publix Super Markets, Inc.

Harold Chase (Vice Chair)
NSF International

Susan Borra
FMI – The Food Industry Association (retired)
FMI Foundation (retired)

Ashley Eisenbeiser
FMI – The Food Industry Association

Dan Fone
Walmart Inc.

Nancy Glick
National Consumers League

Thomas Gremillion
Consumer Federation of America

Dr. Shauna C. Henley
University of Maryland Extension

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Association of Food and Drug Officials

Dr. Barbara Masters
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Brian Ronholm
Consumer Reports

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Craig Wilson
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Consumer Reports, Inc.
Costco Wholesale Corporation
FMI Foundation
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HelloFresh
Instacart
Institute of Food Technologists
International Association for Food Protection
International Food Information Council Foundation
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Meijer, Inc.
MilliporeSigma
National Association of Convenience Stores
National Chicken Council
National Consumers League
National Frozen & Refrigerated Foods Association
National Grocers Association
National Pork Board
National Turkey Federation
Nestle
North American Millers' Association
NSF International
Produce Marketing Association
Publix Super Markets Charities, Inc.
Refrigerated Foods Association
Sysco Corporation
Tyson Foods, Inc.
Uber Technologies, Inc.
United Fresh Produce Association
U.S. Poultry & Egg Association
Wakefern Food Corp.
Walmart

Federal Liaisons*
Centers for Disease Control and Prevention
U.S. Food and Drug Administration, CFSAN
U.S. Department of Agriculture, FSIS FSES / NIFA

*Federal liaison agencies do not provide annual financial support.
Special Project Supporters

2021 Consumer Food Safety Education Virtual Conference

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- FMI Foundation
- USDA

Gold Connectors
- Amazon
- Beef Checkoff
- International Association for Food Protection

Special Contributor
- Florida Association for Food Protection

Media Sponsors
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- Food Safety Magazine
- Quality Assurance & Food Safety Magazine

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Prep Yourself: Food Is on the Way Campaign

Thank you for your commitment to modernizing food safety education:

- Association of Food and Drug Officials
- Instacart
- Sysco Corporation
Thank You, Individual Donors!

Karen Bender
Brett Benefield
Susan Borra
Stacy Byrd
Harold Chase
Joe Corby
Jackie Crichton
Ashley Eisenbeiser
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Michelle Richi
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Suzanna and Michael Roberson
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