Educating Consumers on the Safe Handling of Fresh Produce

Free Resources
from a trusted source for health and food safety
educators.



www.fightbac.org

The Partnership for Food Safety Education delivers trusted, science based behavioral health messaging and a network of resources that support consumers in their efforts to reduce risk of foodborne illness.

The mission of the Partnership is to end illness and death from foodborne infections in the United States

Support for the Partnership for Food Safety Education is provided by the Food Marketing Institute & other contributing partners.

Produce and Foodborne Illness

Salmonella in top 10 of pathogen-commodity pairings (CDC-MMWR, 2013)

Salmonella and produce are among the top 5 pathogen-commodity pairings responsible for outbreak-related illnesses and hospitalizations (CDC-MMWR, 2013)

Outbreaks and illnesses underreported, therefore underestimated (Morris et al., 2011)

Salmonella contamination of produce a growing problem (Lynch, 2009)



- Increases in consumption (Lin et al., 2004, Wells and Busby, 2008)
- Desire for year-round fresh product
- Increase in produce transport
- More cutting/coring in field for processed produce
- More fields close to animal product

Why Focus on Consumer Behavior?

- Greatest proportion of food eaten is prepared at home (Carlson et al., 2002)
- 21% of outbreaks attributed to foods eaten at home (CDC-MMWR, 2013)
- Pathogens easily spread across kitchen (Redmond and Griffith, 2004; van Asselt et al., 2008)
- Almost ¼ of US population at increased risk for illness:
 - * Over age 65

* Less than 5 years old

* Pregnant

* Immunocompromised

- * Home health care
- Few consumers think home is source of food contamination 8% (FMI 2011)
- Food prepared at home often served to wider community (Byrd-Bredbenner et al., 2013)

6 Steps for Safer Fruits and Vegetables √ Check √ Clean **√** Rinse √ Separate **✓ Chill** √ Throw Away The Partnership for Food Safety Education, developed in cooperation with industry experts and the Food and Drug Administration. www.fightbac.org The Partnership for Food Safety Education

producepro





CHECK For Bruising or Damage



CLEAN Hands, Surfaces and Utensils



Fresh Fruits and Vegetables



SEPARATE From Contaminants



CHILL Cut Produce Below 40°F





Campaign Elements

- √ Consumer Fact Sheet
- ✓ Educator Talking Points
- √ Safe Handling Graphic
- ✓ Retail Circular
- ✓ Retail Point of Sale
- ✓ Retail Handouts

Receive our weekly e-cards for ready-to-use content.

6 STEPS TO SAFE PRODUCE



- When choosing pre-cut fruits and vegetables, like packaged salads





CLEAN



RINSE

- · Do not use soap or bleach to wash fresh fruits or vegetables.





CHILL

- Keep your refrigerator at or below 40 °Fahrenheit.
- Refrigerate all cut, peeled, or cooked fresh fruits and vegetables within two hours of preparing.



- 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
- · Throw away any fruit or vegetables that have touched raw meat, poultry, seafood, or eggs.
- If in doubt, throw it out!

ProducePro designed for retailer use.

Six Simple Steps to Smart Produce Safety



Introducing our new campaign to help consumers reduce their risk of foodborne illness. Together, let's create a food safe America.

















Share easy tips to keep produce safe and healthy.

Help get the word out about keeping produce safe in the home kitchen.

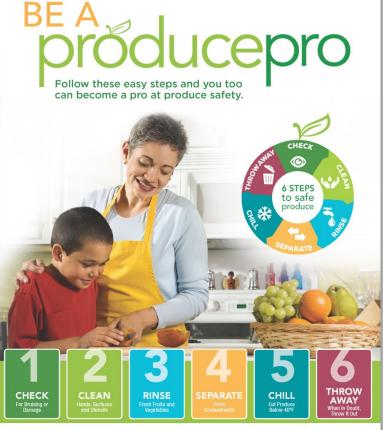


Enjoy a library of downloadable educational tools and activities that make it easy to explain the science behind the safety steps.



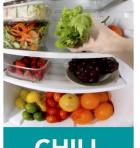
From helpful handouts to simple a wealth of intelligent informat download and share in your sto





For more tips to keep your produce fresh and safe, visit storeurl.com







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



For more tips visit storeurl.com

We want to support you!

The non-profit Partnership wants to work with you to ensure your customers' needs for food safety information are met.



/FightBAC



@Fight_BAC



teamfoodsafety.or g/field-reports-blog



Join our E-List ashley@fightbac.org 202-220-0705



Upcoming Events
Knowledge Exchange:
7/29 1:00 PM EST
CFSEC Conference: 12/412/5