

Educating Consumers on the Safe Handling of Fresh Produce

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



**Partnership for
Food Safety
Education**

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*)

Why are Illnesses from Produce Growing?

- **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**
 - * **Pregnant**
 - * **Home health care**
 - * **Less than 5 years old**
 - * **Immunocompromised**
- **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.

FIGHT BAC!® LIKE A
producepro



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



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



CHECK

- 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.



CLEAN

Hands, Surfaces, and Utensils

- 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.



RINSE

- 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-skin 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.
- 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.



SEPARATE

- 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.



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

- 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.
- 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

BE A producepro

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

Ellie Krieger,
Registered Dietitian
and TV Personality



Turn Everyone Into a ProducePro

Share easy tips to keep produce safe and healthy.

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



bac fighters

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



retailers

From helpful handouts to simple, a wealth of intelligent information download and share in your store.



BE A producepro

Follow these easy steps and you too can become a pro at produce safety.



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



PRODUCE protip

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**



B.F.F.

Join our E-List
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Upcoming Events
Knowledge Exchange:
7/29 1:00 PM EST
CFSEC Conference: 12/4-12/5