



PARTNERSHIP FOR FOOD SAFETY EDUCATION

Educating consumers about safe food handling practices

be food safe.

***An opportunity for America's leading national and international
retailers, food and consumer product companies to safeguard
consumer health***

The Partnership for Food Safety Education

a national non-profit organization

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Educating consumers about safe food handling practices

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- *be food safe* - it matters!
the issues / the context
- platform graphics & highlights of consumer research
- national programming - your company's involvement



be food safe.

and your company



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- Recent consumer survey data shows: Food safety awareness matters to consumers - so, it matters to your company!
- *be food safe* is a tested, fresh and flexible approach to teaching basic safe food handling -- built on solid research & created with input of leading national retailers and manufacturers.
- Your company should plan 2008 promotions using the *be food safe* platform -here's why!
- Your company can get support, leverage promotional activities, and link with the leading national food safety education organization - the Partnership for Food Safety Education.

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platform goal:



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- A unified national effort to engage retailers, suppliers and manufacturers in delivering *be food safe* education messages through internal and external communications programs.
- Generate millions of consumer impressions with a result that adult awareness of the importance of safe food handling is increased.

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Origins & Structure



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- *be food safe* is a joint program effort of the USDA FSIS and the Partnership.
- *be food safe* is an important “build” on the highly successful Fight BAC!® campaign
- Manufacturer/supplier users of *be food safe* should know:
 - ✓ program is backed up with significant research conducted by USDA (2005) and by PFSE (2007)
 - ✓ More than two dozen leading retailers have already been recruited to develop *be food safe* promotions (as of 9/2007)
 - ✓ Industry promotion of the tagline will be reinforced with consumers via USDA and PFSE media and national influencer outreach
 - ✓ *be food safe* will be consistent across public and private sectors



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Origins & Structure - research basis

USDA (2005) explored:

Possible changes in audience awareness and understanding of food safety

- Utilizing social marketing concepts to focus on behavior change
- Updating key safe food handling messages for the general public

Partnership for Food Safety Education (2006):

- Built on USDA research and campaign tagline to create a campaign of specific interest to food retailers and manufacturers
- Created way for private sector to develop complementary, reinforcing platform around *be food safe* tagline
- Consulted retailers and food companies to create visuals with maximum flexibility for the retail environment

be food safe.



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If it matters to consumers . . . It matters to you!

- Consumer confidence is down - 16% drop in a single year - with product purchase affected. [Food Marketing Institute TRENDS, 2007]
- Consumers believe it is very important to educate the public on safe food handling - and most believe food companies are responsible for providing information. [Partnership for Food Safety Education, 2007]

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If it matters to consumers . . . It matters to you!

- When asked to mark the top three government programs they would like tax dollars to go to, one-in-six adults indicate food safety as a top choice. [Porter Novelli ConsumerStyles 2006]
- Nearly three-in-four adults (73%) say they have discussed a company's irresponsible behavior with family or friends. More than half (59%) have stopped buying a company's products or have stopped shopping at a store (51%) after hearing about such behavior. [Porter Novelli ConsumerStyles 2006]
- 28% of adults have forwarded an e-mail they received to tell others about a company's irresponsible behavior, with 15% creating an e-mail to communicate this information. [Porter Novelli ConsumerStyles 2006]

What's the Buzz?

The context and the consumer.



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- Recalls, contamination
- Pets and people
- FDA, inspection, processes, funding
- Meat, fruits, vegetables, ingredients
- Global supply chain - It came from *WHERE?!*
- Organic, local, imports...full availability
- Agricultural and manufacturing technologies march ahead
- Top quality, safe food, value pricing

If it matters to consumers . . . It matters to you!

Simple Graphics for Smart Shoppers

*basics of
safe food
handling*



Icons - retail platform



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4 Quad Icon



Cook.
 Cook to safe temperature.
 Use a food thermometer –
 you can't tell food is cooked
 safely by how it looks.



Separate.
 Don't cross-contaminate.
 Keep raw meat and poultry
 apart from foods that won't
 be cooked.



Clean.
 Wash hands with warm water
 and soap for at least 20 seconds
 before and after handling food.
 Wash cutting boards, utensils,
 and counter tops with hot soapy
 water after preparing each food
 item and before you go on to the
 next food.



Chill.
 Chill leftovers and takeout
 foods within 2 hours.
 Keep the fridge at 40°F
 or below.

Individual Practice Icons

Icons - retail platform



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be food safe.

clean. separate.
cook. chill.

www.befoodsafe.org

be food safe.

cook
cook to safe temperature

Cook.
Cook to safe temperature.
Use a food thermometer -
you can't tell food is cooked
safely by how it looks.

be food safe.

separate
don't cross contaminate

Separate
Don't cross-contaminate.
Keep raw meat and poultry
apart from foods that won't
be cooked.

be food safe.

clean
wash hands & surfaces often

Clean.
Wash hands with warm water
and soap for at least 20 seconds
before and after handling food.
Wash cutting boards, utensils,
and counter tops with hot soapy
water after preparing each food
item and before you go on to the
next food.

be food safe.

chill
refrigerate promptly

Chill.
Chill leftovers and takeout
foods within 2 hours.
Keep the fridge at 40°F
or below.

Store Signage Concepts Tested



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Packaging Concepts



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encourages you to:

be food safe.

clean, separate, cook, chill

www.dolefoods.com

Keep foods fresh.

DOLE® salad is not to be refrigerated or stored all times until opening. For optimal freshness, keep lid over salad tightly sealed and store upright in its original DOLE Salad bag. To avoid cross-contamination, do not dip a fork or spoon into the salad bag.

For more information, visit www.dolefoods.com.

Visit www.dolefoods.com for more information on safe food handling.

Americano Salad

Ingredients:

- 1 pack (36 oz.) DOLE® Classic Iceberg Salad (8 cups)
- 2 cups DOLE® broccoli, cut in florets
- 1 cup DOLE® cauliflower, cut in florets
- 1 cup sliced DOLE® Celery
- 1 large DOLE® Pear, Grown or Willow Hill
- Pepper, cut into chunks
- 1/2 cup DOLE® nectarine Orange-Juice
- 1/8 cup olive drizzle
- 3 table spoons grated Parmesan cheese
- 2 table spoons vegetable oil

Directions:

- Combine sliced cauli, broccoli, cut ill ower, celery and bell pepper in large bowl.
- Stir together pineapple, oil, orange juice and oil in an oil bowl. Pour dressing over salad. Toss together and serve.

Americano Salad



NO ARTIFICIAL INGREDIENTS
100% All Natural
AN AMERICAN PROMISE IN EVERY BREAST

encourages you to:

be food safe.

clean, separate, cook, chill

SKINLESS SPLIT CHICKEN BREASTS
WITH BONE
LESS THAN THREE PERCENT RETAINED WATER

American Heart Association



Know the facts!

Food handling safety risks at home are more common than most people think. The four easy lessons of Clean, Separate, Cook and Chill can help prevent harmful bacteria from making your family sick.

Find out more:
Visit befoodsafesite.org today!

Separate:

Don't cross-contaminate. Keep raw meat and poultry apart from foods that won't be cooked.

be food safe.

separate
don't cross-contaminate

Cook:

Cook to proper temperature using a food thermometer. You can't tell food is cooked safely by how it looks. Chicken should be cooked to an internal temperature of 170°.

be food safe.

cook
cook to proper temperature

Communications Test



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- PFSE engaged BrandAmplitude to investigate consumer response to new 4-quad icon.
- Four research studies were conducted among primary food shoppers and preparers:
 1. In-person focus groups Detroit (2 groups)
 2. National online survey (n=1672)
 3. Online focus groups (3 groups)
 4. In-store interviews Indianapolis (n=24)



- Key Questions:

- ✓ Do consumers understand the icons? What message is taken away?
- ✓ Is there confusion? Does the icon imply that the food itself is safe?
- ✓ What impact might seeing the icons have on behavior?
- ✓ Where do consumers expect to find this icon?
- ✓ Who do consumers say is responsible for providing safe food handling information?

Key Takeaways



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- Consumers correctly interpret the icon to be about the four steps to ensure proper food handling: Clean, Separate, Cook, Chill.
 - No red flags or confusion were identified.

- Consumers welcome and appreciate the reminder to always follow safe food handling practices.

- There is a 'halo effect' -- consumers think more highly of food manufacturers and food stores that display the icon.
 - Consumers believe that display of the icon demonstrates 'responsibility' and 'caring' toward the customer.
 - The PFSE should move forward with its efforts to promote the use of the icon on food packaging and in food stores.



Highlights of Findings



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- Most respondents believe food-related illness is a *serious threat*.
 - 64% say it is 'very important' to understand and follow safe food handling practices.
- 40% of respondents say they are 'very confident' they 'understand and follow safe food handling procedures'. Men and women alike have a strong sense that what they do in the kitchen matters to the health of their family.
 - These findings were confirmed qualitatively as well as quantified.

"Are you kidding????? my son, daughter, and myself are freaks about that!!!"

"I do think about it a lot"

"Always, safety first"

Verbatim
Quotes

- However, over half admit that safe food handling practices are not always followed.

Communication



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- The majority of respondents understand the icon to be conveying a *general safety message* (46%) or a message about *proper food handling* (26%).
 - 6% specifically played back the idea of '4 steps'.
- When probed for specific messages, respondents correctly interpret the icon in terms of the four steps of safe food handling.

Verbatim Quotes



"Food safety matters."

"Remind you of the safety guidelines to follow during food preparation."

I think it's a good idea, it gets you to think about safety

Clear, easy to understand, easy to follow.

"The importance of food safety."

Likes and Dislikes



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- *Consumers like the 4-quad icon.* It is described as 'colorful', 'eye-catching', 'effective'. Many say it is an important reminder of the need to use safe food handling practices.
 - There was nothing disliked, even when probed.

Nicely presented, eye catching

Eye appealing

Verbatim
Quotes

I like the colors...contemporary

It looks great and most people will notice

It's simple, basic and eye catching

Clear, easy to understand, easy to follow.

I think it's a good idea, it gets you to think about safety

It reinforces what we know and sometime forget



Impact



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- Seeing the 4-quad icon on food products and in the store makes consumers feel *more positive about the manufacturer and the store*.
 - Suggests the company is more *responsible, trustworthy and caring*.

It makes me feel the company cares!!!

Makes me think that they care about their customers

I would think they cared about the consumers safety. and I would want to purchase their products more.

Yes it reminds us and shows that food stores care.

Yeah...they care about their customers

I think the store cares about their customers safety and health.

It would make me feel as though Dole really cares about who buys their product, and they are looking out for our safety.

I would shop there more often because they care about their customers and their health.

I would think more of them because they are trying to prevent illness.

Verbatim
Quotes



Impact



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- 24% of consumers say they are *'very likely'* to *change* the way they handle food during meal preparation after seeing the 4-quad icon on food products or in food stores.
 - Another 38% say they are *'somewhat likely'* to change their behavior.

Verbatim Quotes



Does this message suggest any changes in the way YOU personally handle or prepare food? What changes?

Sometimes when rushed we can forget these steps.

Not really, I know about this, but it is a good reminder because sometime I just forget to do it.

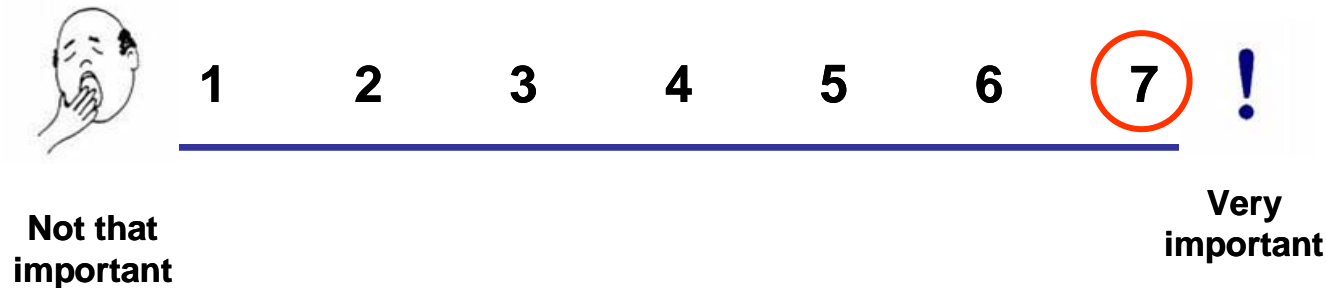
Something that I would pay attention to

Interest



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- After seeing the icon, consumers express strong interest in *learning more* about safe food handling practices.
- Most said that they would expect to find more information on the web, on *food packaging and in food stores*.
- Respondents were unanimous in their belief that it is '*important to educate the public on safe food handling practices*', rating it a 7 on a 1-7 scale.



Who's Responsible?



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- Consumers say *food companies and the government* are most 'responsible for providing information about safe food handling practices'.
- Consumers indicate they welcome information on a variety of topics, including guidelines for safe food storage and safe cooking temperatures.

Who should be responsible for providing information on safe food handling?

"Manufacturers and the government"

"Food and drug administration"

"FDA and manufacture"

"Food manufacturer's, gov, supermarkets, us."

Verbatim
Quotes



Your company's role



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- Supplier / manufacturers bring alive *be food safe*
- More than two dozen retailers have licensed the *be food safe* platform and are planning program activity for 2008 & beyond
- These retailers will be looking for manufacturer partners for their *be food safe* promotion efforts
- Join us!

Your company's role



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Icon	Retail Environment - Supplier Partners
Clean	Produce, meat, seafood, deli, cleaning supplies departments
Separate	Produce, meat, seafood, deli, paper products
Cook	Meat/Seafood (fresh/frozen); eggs, seasonal general merchandise (barbecues, charcoal, food thermometers)
Chill	Meat/Seafood (fresh/frozen), deli, refrigerated foods, dairy, seasonal general merchandise (ie: coolers, insulated lunch bags,

Join Us!



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Food and consumer product companies that participate in the Partnership's Friends of Food Safety Education can enjoy the benefit of a free license to use Be Food Safe.

- It is easy to get started, contact:

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