



United States Department of Agriculture
Food Safety and Inspection Service

Thermy™: Use a Food Thermometer PSA

Dear Public Service Director:

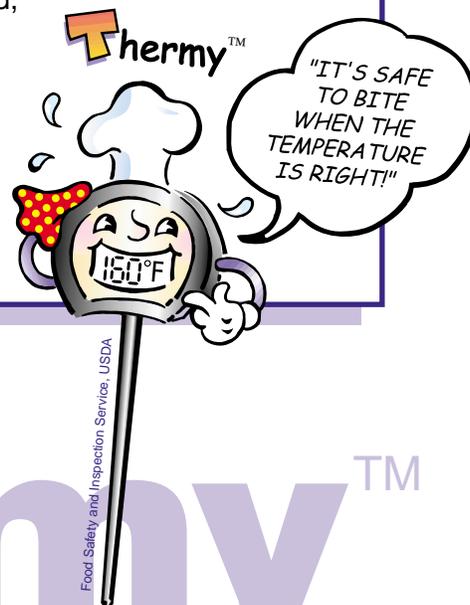
Hi! I'm Thermy™, the food safety messenger of USDA's national food thermometer education campaign. I encourage consumers to use a food thermometer when cooking meat, poultry, and egg products. Judging if a food is "done" by looking at its color can be misleading. USDA research shows that one out of four hamburgers turns brown in the middle before it is safely cooked. Using a food thermometer is the only way to tell if your food has reached a high enough temperature to destroy harmful bacteria.

Do me a favor: Help me encourage consumers to use me, Thermy™, every time they prepare hamburgers, poultry, roasts, pork chops, egg casseroles, meat loaves and any mixed dishes! I can ensure food is cooked to a safe internal temperature, prevent overcooking, and take the guesswork out of preparing a safe meal! Food thermometers, like me, are now high-tech and easy to use. Their cost is minimal when considering your family's safety. This is especially true for

people who are at high-risk, including young children, pregnant women, people over 65, and those with chronic illnesses. Just tell them: **Thermy™ says: "It's Safe to Bite When the Temperature is Right!"**

By the way, thermometer companies, grocery chains, and other partners are using me, Thermy™ on product packaging and in-store promotions to promote consumer awareness. My Thermy™ magnets, brochures, and posters are being distributed nationally to schools and educators. Help spread the word: Keep your family safe. Use a food thermometer! For more information, contact the USDA's Meat and Poultry Hotline at 1-800-535-4555. Or look me up on USDA's Web site: www.fsis.usda.gov/Thermy

Your friend,



Thermy™