



United States Department of Agriculture

Food Safety and
Inspection Service

Volume
19

Number
10

FSIS Constituent Update

Dec. 11, 2015

FSIS Issues Updated Compliance Guideline for Controlling *Salmonella* and *Campylobacter* in Raw Poultry

Today, FSIS posted the fourth edition of its compliance guide to help poultry slaughter and processing establishments prevent or reduce *Salmonella* and *Campylobacter* in raw poultry products.

"These guidelines take into account the latest science and practical considerations, including lessons learned from foodborne illness outbreaks in the last several years, to assist establishments in producing safer food," said USDA Deputy Under Secretary for Food Safety Al Almanza. "This new guide is one piece of FSIS' *Salmonella* Action Plan and our effort to reduce *Salmonella* illnesses attributed to meat and poultry products by 25 percent in order to meet the nation's Healthy People 2020 goals. By following the newer guidelines, poultry facilities can help us reach this important public health target."

Last updated in 2010, the guidance includes updates on pre-harvest interventions, sanitary dressing procedures, further processing practices, antimicrobial interventions and other management practices. The prevention and control measures represent the best practice recommendations of FSIS based on scientific and practical considerations. This guidance is particularly important in light of *Salmonella* outbreaks involving poultry products.

Continue on Page 2

MPI Program Review Results

The FY 2015 Annual State Review and Determination Reports and the Summary Report on the State Meat and Poultry Inspection (MPI) program review results were released today. FSIS' Federal State Audit has determined that all 27 State MPI programs met the "at least equal to" standard. The 27 states are: Alabama, Arizona, Delaware, Georgia, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Minnesota, Mississippi, Missouri, Montana, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Utah, Vermont, Virginia, West Virginia, Wisconsin, and Wyoming. These 27 State MPI programs provide inspection to more than 1,600 small and very small establishments. To view the complete report go to <http://www.fsis.usda.gov/wps/portal/fsis/topics/inspection/state-inspection-programs/state-inspection-and-cooperative-agreements/reviews-of-state-programs>.

In This Issue

- 1 FSIS Issues Compliance Guideline
- 1 Export Requirements
- 1 MPI Programs Review Results
- 2 We Want to Hear From You
- 2 FSIS Testing on Beta-Agonists
- 2 FSIS Thanksgiving Outreach
- 3 Food Recalls and Alerts
- 3 FSIS Policy Updates

Export Requirement Updates



The Library of Export Requirements has been updated for the following countries:

Cuba

For a complete list of countries, visit <http://www.fsis.usda.gov/wps/portal/fsis/topics/international-affairs/exporting-products>.

...Updated Compliance

Continued from Page 1

FSIS is seeking comments on all aspects of the compliance guide including content, readability, applicability and accessibility. Comments may be submitted via the Federal eRulemaking Portal at www.regulations.gov. They can also be sent by mail to: Docket Clerk, U.S. Department of Agriculture, Food Safety and Inspection Service, Patriots Plaza 3, 1400 Independence Ave., SW, Mailstop 3782, Room 8-163A, Washington, DC 20250-3700. Hand or courier-deliver submittals should be delivered to Patriots Plaza 3, 355 E. St., SW, Room 8-163B, Washington, DC 20250-3700.

FSIS will accept comments 60 days from the date of the guidance publishing in the *Federal Register*. A downloadable version of the compliance guidance is available at www.fsis.usda.gov/wps/portal/fsis/topics/regulatory-compliance/compliance-guides-index.

FSIS Testing on Beta-Agonists

The FSIS Chemistry Laboratory Guidebook method, "Screening, Determination, and Confirmation of Beta-Agonists by HPLC/MS/MS," has been updated. The method now allows for quantification of two beta-agonist compounds -ractopamine and zilpaterol- in liver and muscle of various species. The Agency intends to begin using the method on Jan. 11, 2016.

The methods are available at <http://www.fsis.usda.gov/wps/portal/fsis/topics/science/laboratories-and-procedures/guidebooks-and-methods/chemistry-laboratory-guidebook/chemistry-laboratory-guidebook>.

FSIS Reaches New Heights During 2015 Thanksgiving Outreach

With more than 46 million turkeys eaten on Thanksgiving Day this year, FSIS had a lot of work to do to ensure that Turkey Day cooks everywhere were preparing their meals safely to help prevent family and friends from getting foodborne illness. Throughout the year and especially in the month of November, FSIS used a variety of channels to get food safety messages to those cooks.

Congressional members received the FSIS Thanksgiving infographic and sample social media messages to promote food safety during the holiday. In total, nine members of Congress shared FSIS's content reaching a combined total of more than 124,000 constituents.

Along with POTUS and his Secret Service, the USDA Meat and Poultry Hotline agents are among the small percentage of federal employees working on Thanksgiving Day. Throughout the month of November, Hotline agents received more than 10,800 inquiries, most of which were about food preparation and handling for Thanksgiving.

Continue on page 3

We Want to Hear From You

The *Constituent Update* Content and Technical Review Committee seeks feedback from its readers. Please let us know what you think about the *Constituent Update* and send comments and suggestions regarding content to FSISUpdate@fsis.usda.gov. If you aren't regularly receiving the *Constituent Update*, you can sign up for it at <http://www.fsis.usda.gov/wps/portal/fsis/newsroom/meetings/newsletters/constituent-updates>.

FSIS Constituent Update is prepared by the Congressional and Public Affairs Staff, Office of Public Affairs and Consumer Education

Assistant Administrator
Carol Blake

Deputy Assistant Administrator
Aaron Lavalley

Editorial Staff

Editor
Veronika Medina

Assistant Editor
Josh Stull

Content & Technical Review Committee
Nina Anand
Kristen Booze
Gabrielle Johnston
Maria Machuca
Katherine Scheidt

...Thanksgiving Outreach

Continued from Page 2

Consumers were also able to get food safety advice from AskKaren.gov, a database with answers to thousands of food safety questions. On Thanksgiving Day, the Hotline received 1,023 calls total and 283 calls were answered by agents and the remaining calls were answered by a pre-recorded messaging system. More than 44,600 answers were viewed on AskKaren.gov an 80% increase from 2014

FSIS is a partner and regular contributor to FoodSafety.gov, a food safety website designed for consumers. This year, FSIS posted Thanksgiving blogs on FoodSafety.gov in English and Spanish, and these blogs generated just under 8,000 impressions.

1. Countdown to Thanksgiving
2. USDA Can Answer Your Top Turkey Questions
3. Cook Your Turkey Like a P.R.O.
4. How to be a Savvy Shopper with Savory Leftovers

FSIS uses social media, in English and Spanish, on a daily basis to communicate food safety messages to consumers in a quick and simple way. The Thanksgiving social media campaign used the hashtag #TurkeyDayTips, and ran from early November to Cyber Monday. This FSIS social media campaign generated more than 1.6 million impressions from Facebook and Twitter outreach. Our most popular messages included information about not washing the turkey, thawing the turkey, cooking the turkey and storing leftovers.

During major food holidays like Thanksgiving, FSIS often conducts a media outreach campaign as well. FSIS participated in a media tour, organized by the Ad Council that allowed food safety experts to communicate important food safety messages through television, radio, and print media. Through the Ad Council, FSIS had several national feeder television interviews (FOX, NBC, and Univision) that resulted in more than 200 airings. During the media tours, FSIS also participated in 29 radio interviews (English and Spanish) for stations across the country. More than 8.9 million impressions were generated as a result of the Thanksgiving Media Tour.

FSIS supplemented the Ad Council's efforts with their own media outreach that resulted in an additional 60 media spots in markets, such as Washington, DC; New Orleans, LA; Pittsburgh, PA; Portland, OR and Miami, FL. FSIS' Thanksgiving food safety messages were also printed in Parent Magazine, The Bakersfield Californian, Real Simple magazine, USA Today, The Boston Globe, The Chicago Tribune, and The Washington Examiner.

FSIS Policy Updates

FSIS notices and directives on public health and regulatory issues are available at <http://www.fsis.usda.gov/wps/portal/fsis/topics/regulations>. The following policies were recently issued:

Notice 73-15 - *Reinspection Procedures for Product Presented for Export at Official Establishments*

Notice 74-15 - *Holidays in 2016*

Food Recalls and Alerts

Stay up-to-date on FSIS' food recall alerts by visiting FSIS' Current Recalls and Alerts Web page at <http://www.fsis.usda.gov/recalls>.

You can also receive e-mail notifications when public health alerts and recalls are issued. Register at <http://www.fsis.usda.gov/subscribe>.