



Food Safety and Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

SmartLabel: Smarter Packaging for Today's Consumer

Betsy Booren, Ph.D.
Regulatory and Technical Affairs
Consumer Brands Association





 smartlabel[®] **SMARTER PACKAGING
FOR TODAY'S CONSUMER**





smartlabel®

WHAT IS IT?

- Digital disclosure framework created to meet consumer demand for product information
- Over 350 product characteristics, 200 of which are voluntary
- Easily accessible
- Consistent look and feel
- Ability to go beyond the label
- Accurate product information, direct from the manufacturers



SmartLabel – By the Numbers



63

companies



1,004

brands



75k

products

81% of center store grocery products have SmartLabel pages

- 20% increase since July 2019

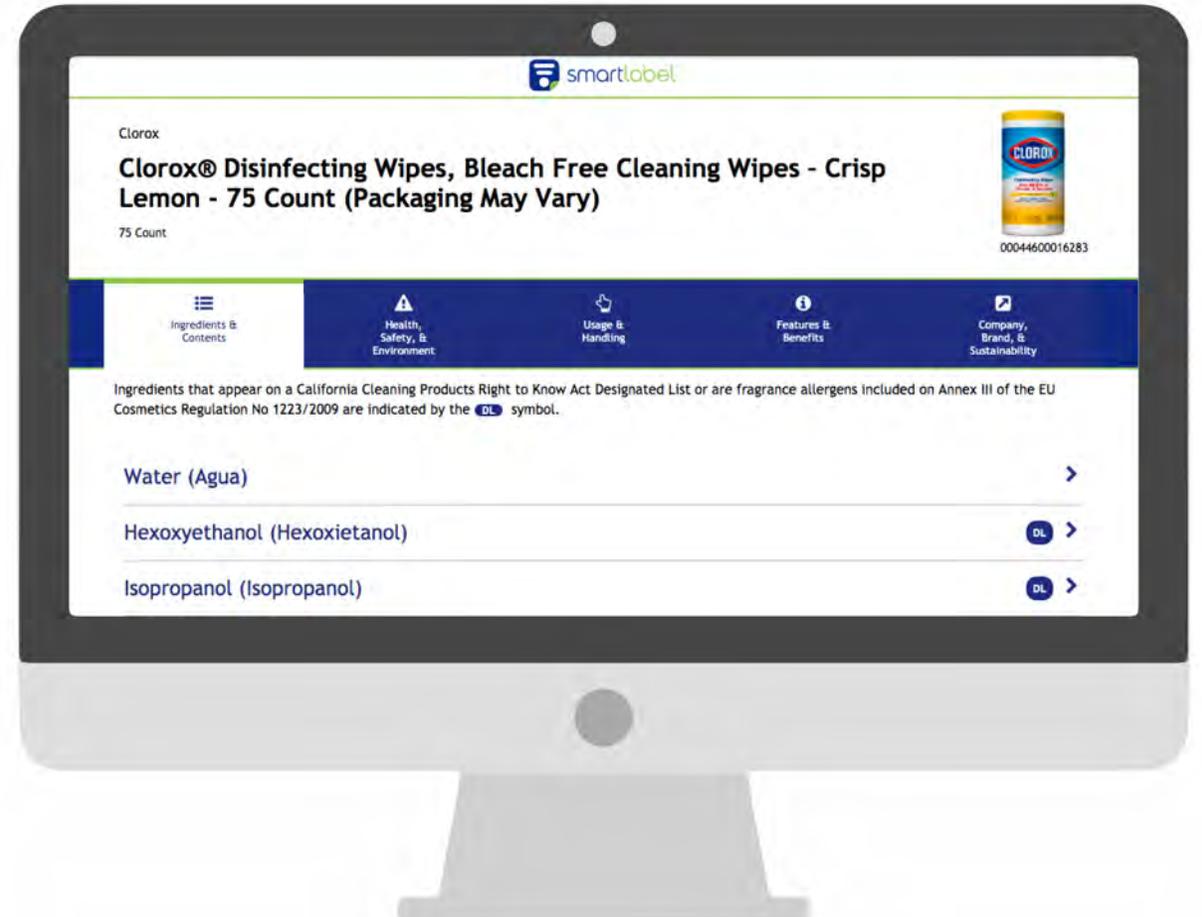
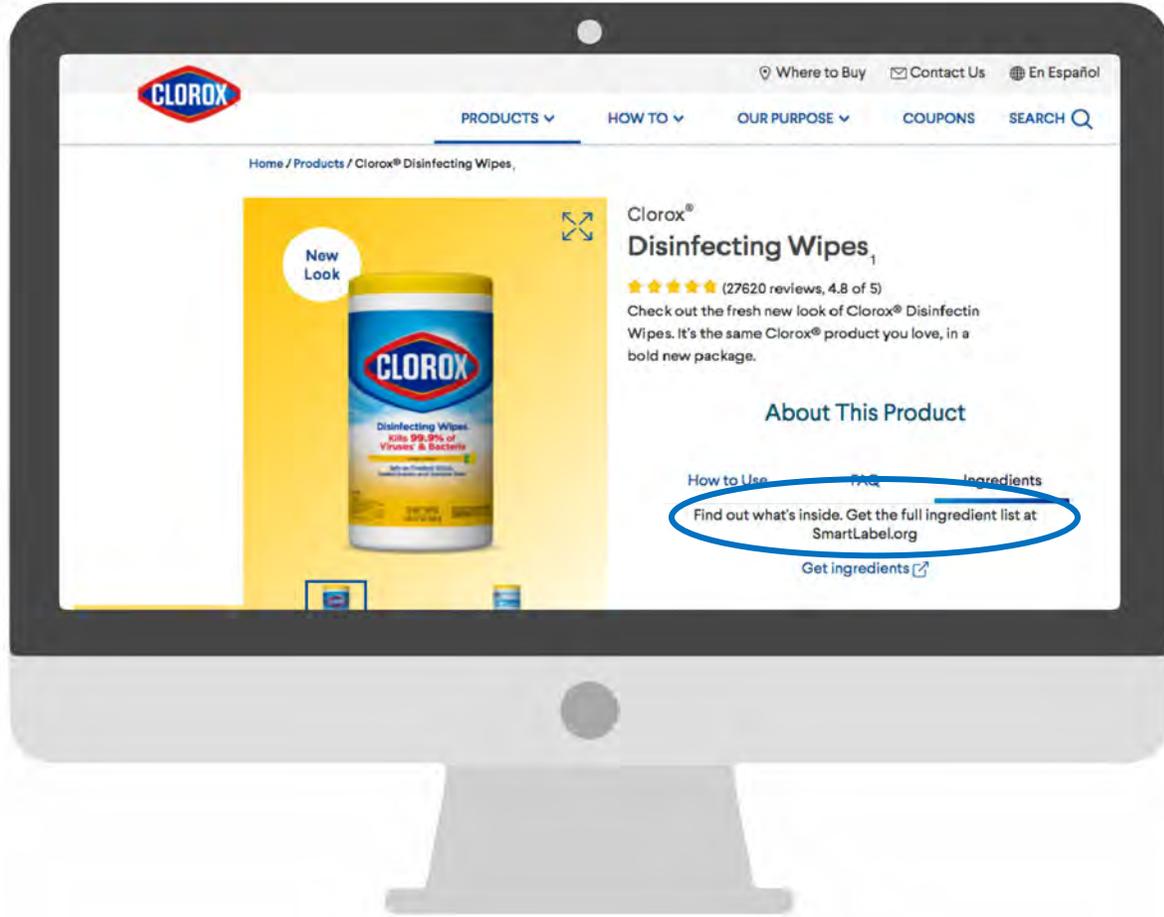
More than 5.5 million visits (Jan. – June 2020)

**based on September 23, 2020 data*

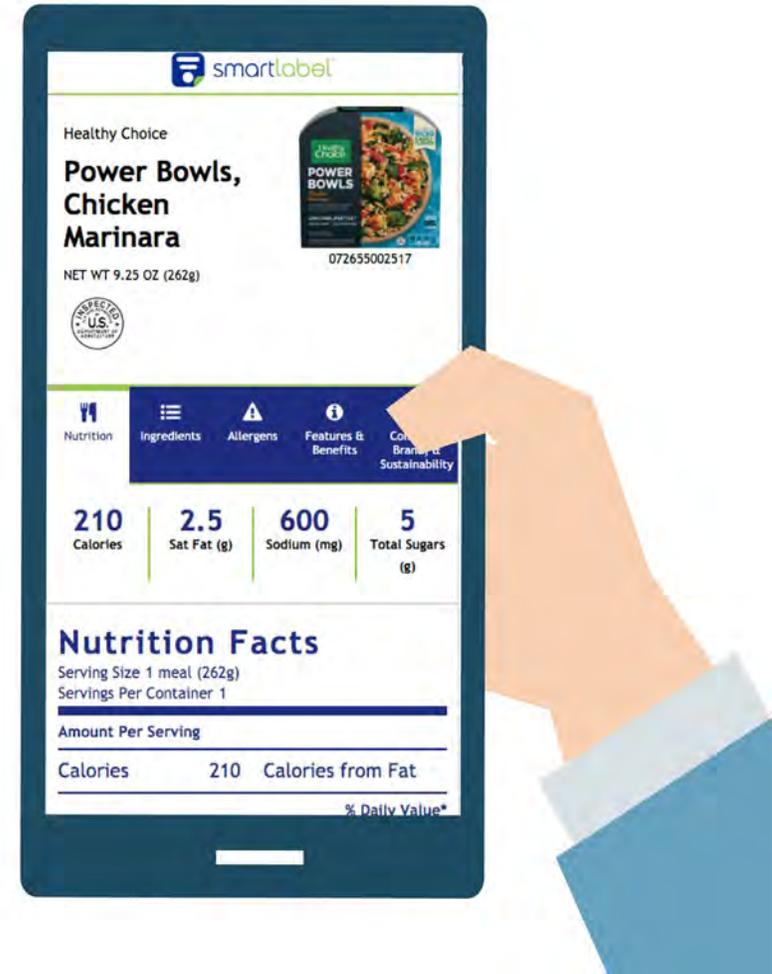


HOW DOES IT WORK?

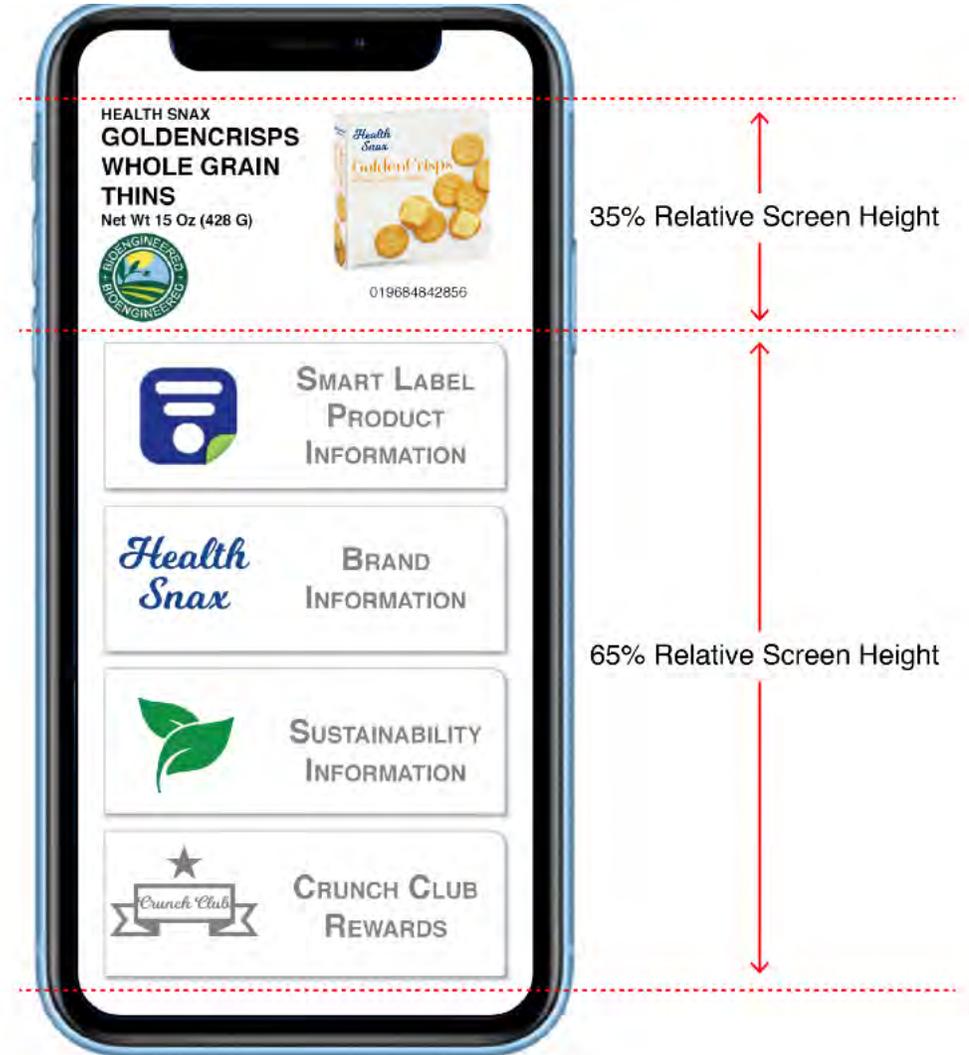
SmartLabel Channels



SmartLabel Channels



SmartLabel - Intermediate Access Menu

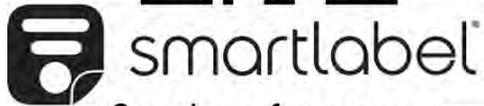




OPPORTUNITIES FOR MEANINGFUL CONSUMER ENGAGEMENT

Recall and Public Health Alerts

COMMUNICATIONS



Scan here for more food information or call 1-800-123-4567.

RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
NET WT 13.1oz (371g)



01234567890

 SmartLabel® Product Information

 USDA-FSIS Recalls and Public Health Alerts

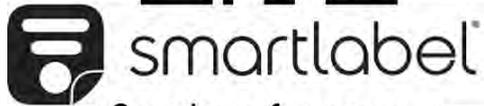
 Identifying Affected Packages

 Cooking Instructions



Recall and Public Health Alerts

COMMUNICATIONS



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TASTY BRAND
Turkey Penne Pasta Dinner
NET WT 13.1oz (371g)



01234567890

BIOENGINEERED
INSPECTED BY U.S. DEPARTMENT OF AGRICULTURE P-42

 SmartLabel® Product Information

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RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
NET WT 13.1oz (371g)



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BIOENGINEERED
INSPECTED BY U.S. DEPARTMENT OF AGRICULTURE P-42

Nutrition | **Ingredients** | **Allergens** | **Features & Benefits** | **Company, Brand, & Sustainability**

150 Calories | **1.5** Sat Fat (g) | **130** Sodium (mg) | **22** Sugar (g)

Nutrition Facts

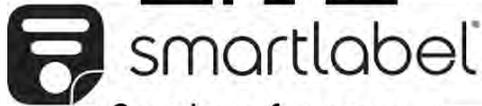
Serving Size **371g**
Servings Per Container **1**

Amount Per Serving



Recall and Public Health Alerts

COMMUNICATIONS



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RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
NET WT 13.1oz (371g)



01234567890



 SmartLabel® Product Information

 USDA-FSIS Recalls and Public Health Alerts

 Identifying Affected Packages

 Cooking Instructions



USDA FSIS

Current Recalls and Alerts

This page contains summary data on **ACTIVE** recall cases involving FSIS-regulated food products.*

 Receive email notification when recalls or public health alerts are issued.

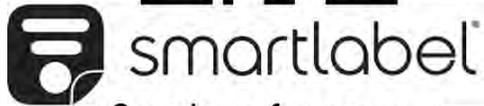
FSIS Public Health Alerts

- FSIS Issues Public Health Alert for Ineligible Imported Cooked Duck Blood Curds from China (Sep 4, 2020)
- FSIS Issues Public Health Alert for Ready to Eat Sausage Products due to Possible Listeria Contamination (Aug 7, 2020)
- FSIS Issues Public Health Alert For Ready-to-Eat Meat and Poultry Products Containing FDA-Regulated Onions that have been Recalled due to Possible Salmonella Newport Contamination (Aug 5, 2020)
- FSIS Issues Public Health Alert for Meat and Poultry Taquitos and Regulated Diced Green Chilies That Have Been Recalled Due 1, 2020)
- FSIS Issues Public Health Alert for Ready-To-Eat Diced Chicken Products Due to Misbranding and an Undeclared Allergen (Jul 8, 2020)
- FSIS Issues Public Health Alert for Raw Beef Ravioli Products Due to Possible *E. Coli* O157:H7 Contamination (May 12, 2020)
- FSIS Issues Public Health Alert for Chicken Noodle Soup Products Due to Misbranding and an Undeclared Allergen (May 2, 2020)



Recall and Public Health Alerts

COMMUNICATIONS



Scan here for more food information or call 1-800-123-4567.

RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
NET WT 13.1oz (371g)



01234567890

BIOENGINEERED

INSPECTED BY U.S. DEPARTMENT OF AGRICULTURE P-42

 SmartLabel[®] Product Information

 USDA FSIS Recalls and Public Health Alerts

 Identifying Affected Packages

 Cooking Instructions



TASTY BRAND **RECALL INFORMATION**



IDENTIFYING PRODUCTS UNDER RECALL

Product comes in 13.1 ounces (371 grams) plastic black rectangular tray with skin vacuum seal and is kept refrigerated. Best If Used By/Freeze By: 9/15/2020 and prior.

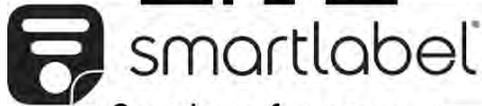
Look for Lot #08201808 and Product #915516 on back of the package next to the UPC code.

The recall alert was initiated due to potential contamination of *Listeria monocytogenes*. *Listeria monocytogenes* is an organism



Recall and Public Health Alerts

COMMUNICATIONS



Scan here for more food information or call 1-800-123-4567.

RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
NET WT 13.1oz (371g)



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BIOENGINEERED **INSPECTED BY U.S. DEPARTMENT OF AGRICULTURE P-42**

 SmartLabel® Product Information

 USDA-FSIS Recalls and Public Health Alerts

 Identifying Affected Packages

 Cooking Instructions



RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
NET WT 13.1oz (371g)



01234567890

BIOENGINEERED **INSPECTED BY U.S. DEPARTMENT OF AGRICULTURE P-42**

 Nutrition

 Ingredients

 Allergens

 Features & Benefits

 Company, Brand, & Sustainability

Product Instructions

Conventional Oven:

Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.



Recall and Public Health Alerts

COMMUNICATIONS

RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
 NET WT 13.1oz (371g)



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SmartLabel® Product Information

USDA USDA-FSIS Recalls and Public Health Alerts

Identifying Affected Packages

Cooking Instructions

RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
 NET WT 13.1oz (371g)



01234567890




Nutrition **Ingredients** **Allergens** **Features & Benefits** **Company, Brand, & Sustainability**

150 Calories
1.5 Sat Fat (g)
130 Sodium (mg)
22 Sugar (g)

Nutrition Facts
 Serving Size **371g**
 Servings Per Container **1**

Amount Per Serving

USDA FSIS Search FSIS

Current Recalls and Alerts

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TASTY BRAND **RECALL INFORMATION**



IDENTIFYING PRODUCTS UNDER RECALL

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Look for Lot #08201808 and Product #915516 on back of the package next to the UPC code.

The recall alert was initiated due to potential contamination of Listeria monocytogenes.

RECALL ALERT [Click here for details](#)

TASTY BRAND
Turkey Penne Pasta Dinner
 NET WT 13.1oz (371g)



01234567890




Nutrition **Ingredients** **Allergens** **Features & Benefits** **Company, Brand, & Sustainability**

Product Instructions

Conventional Oven:

Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.

INGREDIENT CHANGES DUE TO COVID-19

Click here for details



HEALTH SNAX
**GOLDEN CRISPS
WHOLE GRAIN
THINS**

NET WT 15 oz (428g)



019684842856



SmartLabel® Product Information



Product Changes due to COVID Shortages



Learn more about managing food allergies



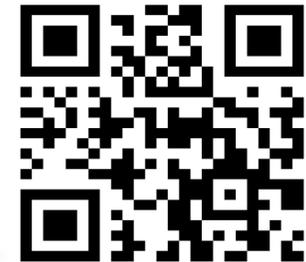
Product Information: Allergens



Additional Allergen Information - Health Snax Manufacturing

Allergen Awareness

COMMUNICATIONS



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Scan here for more food information

INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX
**GOLDEN CRISPS
 WHOLE GRAIN
 THINS**
 NET WT 15 oz (428g)



019684842856

- SmartLabel® Product Information
- Product Changes due to COVID Shortages
- Learn more about managing food allergies
- Product Information: Allergens
- Additional Allergen Information - Health Snax Manufacturing



INGREDIENT CHANGES DUE TO COVID-19

Due to supply chain disruptions during COVID-19, bleached flour could have been replaced with unbleached flour for this product.

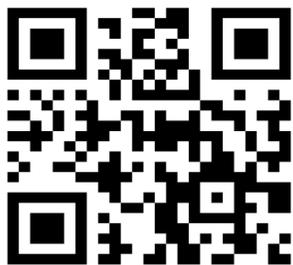
While there continues to be “bleached” flour shortages as a result of the COVID-19 pandemic, “bleached” flour ingredients may be replaced with “unbleached” flour ingredients for this product without a corresponding label change.

— **WHERE TO GET MORE INFORMATION**
 U.S Food & Drug Administration



Ingredient Awareness

COMMUNICATIONS



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Scan here for more food information

INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX
GOLDEN CRISPS
WHOLE GRAIN THINS
 NET WT 15 oz (428g)



019684842856

-  SmartLabel® Product Information
-  Product Changes due to COVID Shortages
-  Learn more about managing food allergies
-  Product Information: Allergens
-  Additional Allergen Information - Health Snax Manufacturing



 **FARE**
 Food Allergy Research & Education



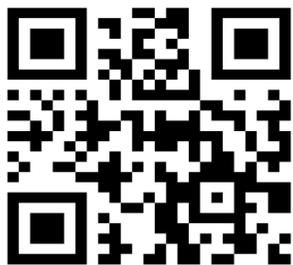
INGREDIENTS: Loves to play outdoors, athlete, competitive, future baseball, basketball and hockey player, kind, cuddler, comedian, best brother, snack thief, allergic to peanuts
CONTAINS: COURAGE®

I Am So Much More Than My Food Allergies

FARE is dedicated to improving life and health for 32 million Americans with potentially life-threatening food allergies, advocating for research, and providing resources, support and hope for the entire food allergy community.

Ingredient Awareness

COMMUNICATIONS



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Scan here for more food information

INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX
**GOLDEN CRISPS
 WHOLE GRAIN
 THINS**
 NET WT 15 oz (428g)



019684842856

- SmartLabel® Product Information
- Product Changes due to COVID Shortages
- Learn more about managing food allergies (FARE)
- Product Information: Allergens
- Additional Allergen Information - Health Snax Manufacturing



smartlabel

HEALTH SNAX
**GOLDEN CRISPS
 WHOLE GRAIN
 THINS**
 NET WT 15 oz (428g)



019684842856

- Nutrition
- Ingredients
- Allergens**
- Features & Benefits
- Company, Brand, & Sustainability

According to the FDA, the most common food allergens are milk, peanuts, eggs, fish, crustacean shellfish, soy, tree nuts and wheat.

- Soy Contains >
- Wheat Contains >

Allergen Awareness

COMMUNICATIONS



smartlabel®

Scan here for more food information

INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX
**GOLDEN CRISPS
 WHOLE GRAIN
 THINS**
 NET WT 15 oz (428g)



019684842856

- SmartLabel® Product Information
- Product Changes due to COVID Shortages
- Learn more about managing food allergies
- Product Information: Allergens
- Additional Allergen Information - Health Snax Manufacturing



 **ADDITIONAL ALLERGEN INFORMATION**

— FACILITY INFORMATION

Our production lines are thoroughly cleaned between allergen containing products and we follow good manufacturing practices. We have validated (through testing) our allergen cleaning processes in all of our facilities. We are very concerned about food allergies and want to ensure that our products are safe for food allergic consumers to eat. Scientific evidence has shown that consumers with peanut and tree nut allergies can have a severe reaction to amounts that are below the current detectable limits based on existing technology. For this reason, we have chosen to warn consumers allergic to peanuts and tree nuts of the potential for extremely low levels by using a may contain statement.

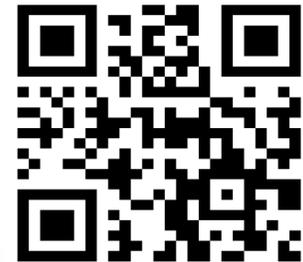
+ INGREDIENT HANDLING

+ FURTHER RESOURCES



Allergen Awareness

COMMUNICATIONS



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Scan here for more food information

Allergen Awareness

COMMUNICATIONS

INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX
**GOLDEN CRISPS
WHOLE GRAIN
THINS**
NET WT 15 oz (428g)

019684842856

SmartLabel® Product Information

Product Changes due to COVID Shortages

Learn more about managing food allergies

Product Information: Allergens

Additional Allergen Information - Health Snax Manufacturing

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INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX
**GOLDEN CRISPS
WHOLE GRAIN
THINS**
NET WT 15 oz (428g)

019684842856

Nutrition Ingredients Allergens Features & Benefits Company, Brand, & Sustainability

80 Calories **1** Sat Fat (g) **130** Sodium (mg) **1** Sugar (g)

Nutrition Facts
Serving Size **5 crackers (16g)**
Servings Per Container **about 24**

Amount Per Serving

INGREDIENT CHANGES DUE TO COVID-19

Due to supply chain disruptions during COVID-19, bleached flour could have been replaced with unbleached flour for this product.

While there continues to be “bleached” flour shortages as a result of the COVID-19 pandemic, “bleached” flour ingredients may be replaced with “unbleached” flour ingredients for this product without a corresponding label change.

— WHERE TO GET MORE INFORMATION

U.S Food & Drug Administration



FARE Food Allergy Research & Education

INGREDIENTS: Loves to play outdoors, athlete, competitive, future baseball, basketball and hockey player, kind, cuddler, comedian, best brother, snack thief, allergic to peanuts
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HEALTH SNAX
**GOLDEN CRISPS
WHOLE GRAIN
THINS**
NET WT 15 oz (428g)

019684842856

Nutrition Ingredients Allergens Features & Benefits Company, Brand, & Sustainability

According to the FDA, the most common food allergens are milk, peanuts, eggs, fish, crustacean shellfish, soy, tree nuts and wheat.

Soy [Contains >](#)

Wheat [Contains >](#)

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+ INGREDIENT HANDLING

+ FURTHER RESOURCES



Food Safety

COMMUNICATIONS



Scan here for more food information

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



01234567890



-  SmartLabel[®] Product Information
-  How to safely thaw
-  How to easily and accurately take temperature readings
-  Cooking Instructions



Food Safety

COMMUNICATIONS



Scan here for more food information

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



01234567890



SmartLabel® Product Information

How to safely thaw

How to easily and accurately take temperature readings

Cooking Instructions



YouTube

SIGN IN

How to Thaw Foods Properly

289K views

1.1K 71 Share Save Report

USDA FoodSafety 7.29K subscribers **SUBSCRIBE**

Up next Autoplay

Defrost Meat Quickly 6:05 GardenFork 287K views

The Importance of Cooking to a Safe Internal Temperature and How to... 3:18 USDAFoodSafety 143K views



Food Safety

COMMUNICATIONS



Scan here for more food information

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



01234567890

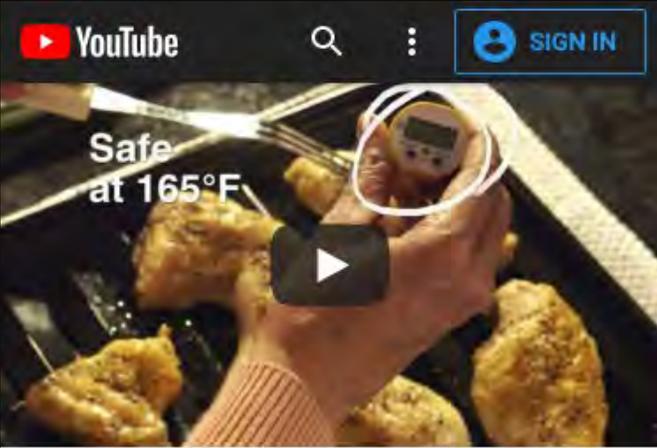


SmartLabel[®] Product Information

How to safely thaw

How to easily and accurately take temperature readings

Cooking Instructions



Safe at 165°F

The Importance of Cooking to a Safe Internal Temperature and How to Use a Food Thermometer

143K views

300 38 Share Save Report

USDA Food Safety 7,29K subscribers **SUBSCRIBE**

Up next Autoplay

Basic Food Safety: Chapter 3 "Temperature Control" (English) eFoodhandlers Inc. 250K views 6:56

How to Properly Use a Meat Thermometer



Food Safety

COMMUNICATIONS



Scan here for more food information



Food Safety

COMMUNICATIONS

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
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01234567890



SmartLabel® Product Information

How to safely thaw

How to easily and accurately take temperature readings

Cooking Instructions

smartlabel

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



01234567890



Nutrition Ingredients Allergens Features & Benefits Company, Brand, & Sustainability

170	2.5	200	0
Calories	Sat Fat (g)	Sodium (mg)	Sugar (g)

Nutrition Facts
Serving Size 4oz. (112g)
Servings Per Container Varied

YouTube

Safe at 165°F

How to Thaw Foods Properly
289K views

1.1K 71 Share Save Report

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TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



01234567890



Nutrition Ingredients Allergens Features & Benefits Company, Brand, & Sustainability

Product Instructions

Conventional Oven:

Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.



smartlabel®

FUTURE OF SMART PACKAGING

What Is The Art Of The Possible?

Powering every day.

Traceability

INFORMATION

TASTY BRAND
**Farm Raised
Premium Frozen
Turkey**
NET WT 2.8 kg



01234567890



 SmartLabel® Product Information

 From Farm to Fork

 Animal Raising and Handling Philosophy

 Animal Transport Tracing



Scan here for more food information



Traceability

INFORMATION

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



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SmartLabel® Product Information

From Farm to Fork

Animal Raising and Handling Philosophy

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smartlabel

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Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



01234567890

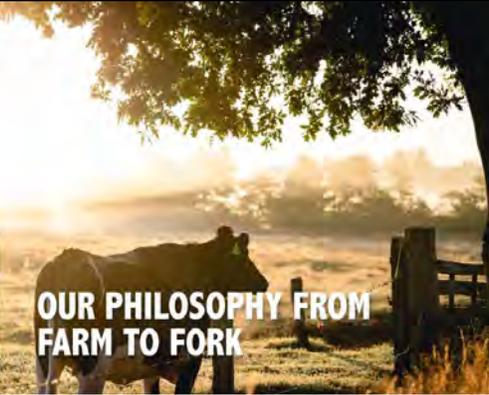


Nutrition	Ingredients	Allergens	Features & Benefits	Company, Brand, & Sustainability
170 Calories	2.5 Sat Fat (g)	200 Sodium (mg)	0 Sugar (g)	

Nutrition Facts

Serving Size 4oz. (112g)
Servings Per Container Varied

Amount Per Serving



OUR PHILOSOPHY FROM FARM TO FORK

OUR FACILITIES

Our goal is to maintain the highest standards for animal welfare and handling throughout our entire supply chain.

To maintain our standards, we have developed the following principles:

- A safe and humane environment will be furnished for every animal throughout its life, including minimizing stress, managing social needs and controlling temperature.



RAISING OUR ANIMALS

WHAT WE FEED

Using only the finest ingredients, Tasty Brand provides nutritionally balanced feeds with full Feed Association approval, ensuring quality and traceability throughout. We have always exceeded Feed Association standards, being one of the first organic animal feed providers to ensure 100% organic agricultural ingredients are used.

Our supplier is one of the nation's leading providers of premium animal feeds. Nature's Best Organic Feeds line is Non-GMO Project



ANIMAL HANDLING

HOW WE TRANSPORT

All turkey producers participate in the Tasty Brand Quality Assurance Program. This program certifies them in the proper way to transport and treat animals on their farms. In addition, all farms are subject to third-party audits.

Our turkey Spirit of Excellence Awards recognize turkey producers that exemplify our commitment to quality at Tasty Brand. In 2019, we recognized five suppliers in the provisions category and 21 suppliers in the

TASTY BRAND

Farm Raised
Premium Frozen
Turkey

NET WT 2.8 kg



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SmartLabel® Product
Information



Where to buy



Brand Information



smartlabel

Scan here for more
food information

Where to....

OPPORTUNITIES

Where to.... OPPORTUNITIES

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



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SmartLabel® Product Information

Where to buy

TASTY BRAND Brand Information

smartlabel

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg



01234567890



Nutrition	Ingredients	Allergens	Features & Benefits	Company, Brand, & Sustainability
170 Calories	2.5 Sat Fat (g)	200 Sodium (mg)	0 Sugar (g)	

Nutrition Facts
Serving Size 4oz. (112g)
Servings Per Container Varied

Amount Per Serving

Closest Tasty Brand products:
ARLINGTON, VA

TASTY BRAND

Stores within 1 miles
of 22209

- CVS
Rosslyn, VA
- Safeway
Arlington, VA
- CVS
Arlington, VA
- CVS



TASTY BRAND

THE TASTY BRAND STORY

WHERE WE STARTED

The turkey business started with John's grandmother in the mid 1940s, when she raised one hundred turkeys. John grew up on a farm where his family raised hundreds of turkeys, as well. When we married in 1976, we moved onto the farm and continued the family business. John's experience and knowledge of raising turkeys allowed us to expand the flock to several thousand over the years.

For twenty-four years, our farm was a



Social Justice

eCommerce

**Additional
Opportunities**

Recycling

Sustainability

Powering every day.



smartlabel[®]

Contact:

Julie Savoie, Director of SmartLabel

jsavoie@consumerbrandsassociation.org



**CONSUMER
BRANDS
ASSOCIATION**



Food Safety and Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

Turkey Industry Focus on Consumer Food Safety Outreach and Education

Beth Breeding

Vice President

Communications and Marketing

National Turkey Federation





NATIONAL
Turkey
FEDERATION



**TURKEY INDUSTRY FOCUS ON
CONSUMER FOOD SAFETY
OUTREACH AND EDUCATION**

OCTOBER 6, 2020



REPRESENTING THE TURKEY INDUSTRY

About NTF

- NTF represents more than 300 member companies from all facets of the turkey industry.
- NTF works with government agencies and lawmakers to address turkey industry issues ranging from trade access to food safety to labor availability.
- NTF uses consumer-facing outreach campaigns to promote turkey.



FOOD SAFETY OUTREACH

Commitment to Food Safety

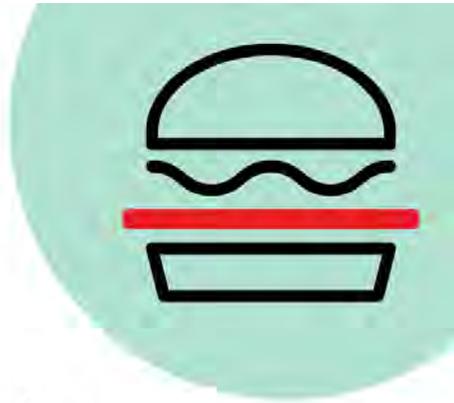
- Food safety is a non-competitive issue for the turkey industry.
- The turkey industry is dedicated to working with our partners in the federal government to promote food safety and the safe handling of meat and poultry products.
- FSIS consumer research and data helps NTF identify focus areas or themes for messaging.



NTF Food Safety Infographics

- NTF developed a toolkit of infographics and GIFs promoting food safety and targeting key areas where reinforcement of positive habits is needed.

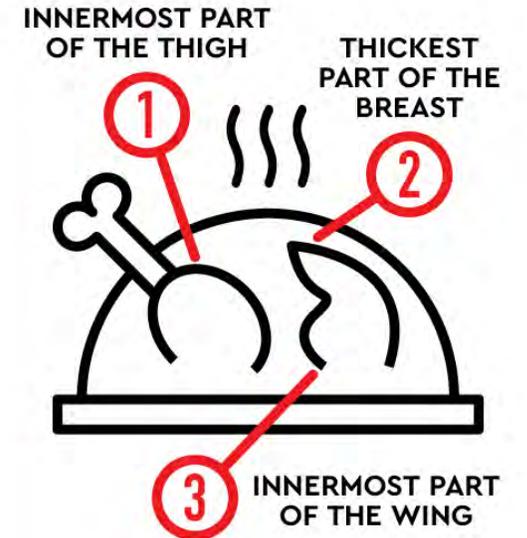
Ground turkey food safety



- 1 Don't use the same plate or utensils for your cooked and raw turkey.
- 2 Ground patties or any turkey products should be cooked to the safe internal temperature of 165°F.

Checking your turkey's temperature

Check to make sure your turkey reaches the safe internal temperature of 165°F in at least three places.



FOOD SAFETY OUTREACH

Positive Food Safety Messaging

- NTF uses social media to deploy positive food safety messaging and effectively reach large audiences of consumers.



Serve Turkey @ServeTur... · 9/2/20

A meat thermometer is clutch in the kitchen! 🍗 Make sure to cook your turkey to a safe internal temperature of 165F. If you're cooking the whole bird, test it in several places.

#FoodSafety #FSEM



Serve Turkey
@ServeTurkey

Grilling this holiday weekend? A meat thermometer is an easy way to make sure your turkey reaches a safe internal temperature of 165 °F. Stay safe and have fun!

#foodsafety 🍗



10:48 AM · 7/2/20 · Twitter for iPhone



Serve Turkey

September 21 at 4:35 PM

Ready to cook? Start with clean hands and kitchen surfaces. USDA research shows that most Americans aren't washing their hands well enough when preparing food. So, make sure to scrub those hands for at least 20 seconds with soap and water. And don't forget to sanitize counters and cutting boards, too!



8,688

People Reached

7,128

Engagements

Boost Again

Positive Food Safety Messaging

- Food safety messaging is a priority for the turkey industry, especially around Thanksgiving.



Serve Turkey @ServeTu... · 11/19/19
Hey, you! Don't wash that turkey. Washing raw poultry spreads germs around the kitchen, not holiday cheer. #foodsafety



Don't wash that turkey, or any other raw poultry
komonews.com



Serve Turkey @ServeT... · 11/23/19
You've checked that your turkey reached 165°F, but what about that delicious stuffing? Get the dish on food safety in our blog! If you decide to stuff your turkey, make sure it also reaches 165°F before it hits your table. #Thanksgiving
loom.ly/VNrURFM

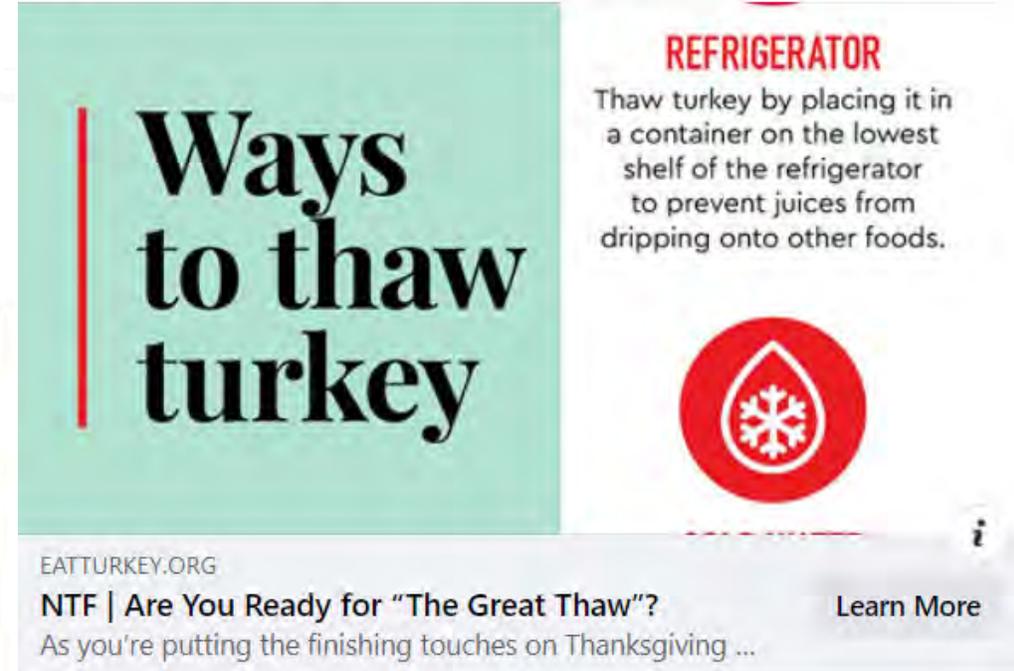


GIF



National Turkey Federation
December 15, 2019

Is your holiday turkey frozen? Allow enough time for your bird to safely thaw before cooking! Plan for 24 hours of thaw time in the fridge for every five pounds of turkey or 30 minutes per pound using the cold-water method. Get the low down on how to beat the chill in our blog post!



Ways to thaw turkey

REFRIGERATOR
Thaw turkey by placing it in a container on the lowest shelf of the refrigerator to prevent juices from dripping onto other foods.

EATTURKEY.ORG
NTF | Are You Ready for "The Great Thaw"?
As you're putting the finishing touches on Thanksgiving ...

Learn More



EATTURKEY.ORG

1225 New York Avenue NW
Suite 400
Washington, D.C. 20005

Beth Breeding
bbreeding@turkeyfed.org

Pre-Registered Public Comment Period

- | | | |
|-----|----------------------|--|
| 1. | Laurel R. Elliott | Private Citizen |
| 2. | Michele Samarya-Timm | Somerset County (NJ) Dept of Health |
| 3. | Katy Fendrich-Turner | Private Citizen |
| 4. | Thomas Kaudia | SFI |
| 5. | Patricia Buck | Center For Foodborne Illness Research and Prevention |
| 6. | Hajime Toyofuku | Yamaguchi University |
| 7. | Casey Gallimore | North American Meat Institute |
| 8. | Marc Mereyde | Private Citizen |
| 9. | Mitzi Baum | Stop Foodborne Illness |
| 10. | Marisa Bunning | Colorado State University |
| 11. | Tamika Sims | International Food Information Council |



Food Safety and Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

BREAK



Pre-Registered Public Comment Period

- | | |
|------------------------|--|
| 12. Erik Hernandez | Boar's Head |
| 13. Mindy Costello | NSF International |
| 14. Sheri Cates | RTI |
| 15. Lia Biondo | United States Cattlemen's Association |
| 16. Randal Garrett | Food Safety Net Services |
| 17. Ivan Dragantchev | Easy and Quick Trans |
| 18. Jeremy Schneider | Controlant |
| 19. David Rosenblatt | Sher Consulting and Training |
| 20. Belinda Sturges | Private Citizen |
| 21. Ryan Hollingsworth | Gateway America |
| 22. Betsy Booren | Consumer Brands Association |
| 23. Patrick Maitland | Street Hype Newspaper |
| 24. Ashutosh Tak | Public health Laboratory |
| 25. Chris Rossi | Food and Drug and the Bug LLC |
| 26. Linda Chezem | Foley, Foley & Peden, P.A. |
| 27. Dr Kevin Jennings | Mesabi AAAA LLC DBA Life Extension Foundation USVI |
| 28. Ericka Williams | Private Citizen |
| 29. Nkoum Ernest | Ministry of Agriculture and Rural Development |



Food Safety and Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

Closing and Call to Action

Mindy Brashears, Ph.D.
Under Secretary for Food Safety
U.S. Department of Agriculture

