Fight BAC!®

New program initiatives address gaps in consumer awareness and behavior

2006 Food Safety Education Conference
Partnership for Food Safety Education

The Partnership for Food Safety Education unites industry associations, professional societies in food science, nutrition and health, consumer groups and the U.S. Department of Agriculture, the U.S. Environmental Protection Agency and from the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention and the Food and Drug Administration, to educate the public about safe food handling and preparation.
Partnership for Food Safety Education

• 2007 marks the 10th Anniversary of the Partnership and the Fight BAC!® campaign.

Clean, Separate, Cook and Chill
Our goal today:

• Partnership serves as a vibrant forum for development of consumer safe food handling messages and materials.
• Process through which messaging is developed.
• Encourage your involvement.
Panelists:

Missy Cody, PFSE Board
Marjorie Davidson, FDA CFSAN
Kathy Means, PMA
Shelley Feist, PFSE
• Outreach to the Media

• Corporate Sponsorship
Outreach to the Media

Corporate Sponsorship
Fight BAC!®
Media Highlights

NBC Today
CNN
Newsweek
Wall Street Journal
Parenting
Cooking Light
Fitness
Health

PARTNERSHIP FOR FOOD SAFETY EDUCATION
Fight BAC!®
Media Highlights

NBC Today
May 5, 2006
Safe Eating

With more illnesses being traced to fresh produce, here are some ways to protect yourself.

- Refrigerate all cut, peeled or cooked fresh fruits and vegetables within two hours.
- Before and after preparing food, clean cutting boards, peelers, and other surfaces and utensils that will touch fruits and vegetables with hot water and soap.
- Do not use the same cutting board for fruits or vegetables and for meat without cleaning with hot water and soap before and after food preparation.
- Cook or throw away fruits or vegetables that have touched raw meat, poultry, seafood or their juices.
- Remove and throw away bruised or damaged portions of fruits and vegetables when preparing to cook them or before eating them raw.

Source: The Partnership for Food Safety Education—Produce Handling Education Campaign
(http://portal.fightbac.org/pfse/toolsyoucanuse/phec/)
Corporate In-Kind Support

Partnership Corporate Advisory Committee

Established May 2006

* Major national & intl. companies working with the Partnership to maximize consumer outreach and organizational effectiveness
Corporate Sponsorship

✱ FightBAC!® Media Partner
Underwrite direct costs associated with media activity
  Radio media tour sponsor
  Mat release sponsor
  Family feature sponsor
  B-roll developer
  Annual PR Partner

✱ Fight BAC!® Education Partner
✱ BAC Fighter! Partner
Partnership for Food Safety Education

- American Dietetic Association
- American Egg Board & Egg Safety Ctr
- Association of Food and Drug Officials
- Consumer Federation of America
- Food Marketing Institute
- Food Temperature Indicator Association
- Institute of Food Technologists
- International Food Information Council
- International Fresh-cut Produce Association
- National Association of State Departments of Agriculture
- National Chicken Council
- National Pork Board
- National Turkey Federation
- NSF International
- Produce Marketing Association
- School Nutrition Association
- The Soap and Detergent Association
- United Fresh Fruit and Vegetable Association

- **Federal Government Liaison**
- U.S. Department of Agriculture
- U.S. Food and Drug Administration
- U.S. Department of Health and Human Services, CDC
- U.S. Environmental Protection Agency
Leading the Nation in Food Safety Education

Shelley Feist
Executive Director
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