

# Hi everyone,

My name is **Thermy**<sup>™</sup> and I am here to tell you about a great new consumer education program to promote the use of food thermometers.

They say you can't always judge a book by its cover. Well, this is also true for cooked foods. You can't judge if your food is done by looking at its color. Color can be misleading. For instance, USDA research shows that one out of every four hamburgers turns brown in the middle before it is safely cooked. Using a food thermometer is the only way to tell that food has reached a high enough temperature to destroy harmful bacteria.

Also, research shows that less than half the population even owns a food thermometer. And only 3 percent use one when cooking foods like hamburgers at home. Boy, do I feel left out! Left out of meat, poultry, egg dishes, and other cooked foods. Well, things don't have to be that way. Not at all.

And why not? That's because I have developed the enclosed kit of materials to help you get to know me and how I can help ensure meals are cooked to safe internal temperatures. After all, you want to know why "It's Safe to Bite When the Temperature is Right!"

The kit is loaded with all kinds of helpful materials to help launch my new campaign. There's a feature article for newspapers, a helpful brochure, fact sheets, tips for supermarkets and food safety educators, and artwork. Speaking of the artwork, don't you just love how I look!

I'm not only high-tech, but I am easy to use. And I should be used all year-round! Every time people prepare hamburgers, poultry, roasts, chops, egg casseroles, meat loaves, and combination dishes, they should think of me! That's how you can help.

Do me a favor. Please take a little time to read through the enclosed materials. Then think about how you can help me educate consumers—to use me more often if they already own me ... or to buy me if they don't already own a food thermometer. Boy, I just can't wait to get into more kitchens!!!

If you have any questions about how you can help, just call the Food Safety Education Staff at the Food Safety and Inspection Service, USDA, at 202-720-7943. Also visit my Web page at [www.fsis.usda.gov/thermy](http://www.fsis.usda.gov/thermy).

Hope to see you soon—EVERYWHERE.

Your friend,

**Thermy**<sup>™</sup>

