Ensuring Food Safety Through Science, Data, and Behavior Change

USDA’s 97th Agricultural Outlook Forum
February 19, 2021
10:00–11:30 AM
The Burden of Foodborne Illness

Each year, foodborne illness...
Trends in Safe Food Handling Exposure
Information Consumption

>12 hours per day
Session Speakers:

Carol Blake  
*USDA Food Safety and Inspection Service*

Michael Roberson  
*Publix Super Markets, Inc.*

Barbara Chamberlin  
*New Mexico State University*  
*New Mexico Cooperative Extension*

Jessica Badour  
*Georgia Department of Agriculture*
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Partnerships for Consumer Education and Food Safety at the Retail Level
Session Speakers:

Carol Blake  
*USDA Food Safety and Inspection Service*

Michael Roberson  
*Publix Super Markets, Inc.*

Barbara Chamberlin  
*New Mexico State University*  
*New Mexico Cooperative Extension*

Jessica Badour  
*Georgia Department of Agriculture*

Educational Food Safety Materials for Consumers
Session Speakers:

Carol Blake  
*USDA Food Safety and Inspection Service*

Michael Roberson  
*Publix Super Markets, Inc.*

Barbara Chamberlin  
*New Mexico State University, New Mexico Cooperative*

Jessica Badour  
*Georgia Department of Agriculture*

How State food safety agencies in the U.S are using (or not using) social media platforms to share food safety information, such as recall alerts, with consumers.
Food Safety and Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

USDAConsideration Education
Research and Behavior Change

Carol Blake
Assistant Administrator
Office of Public Affairs and Consumer Education
USDA Food Safety and Inspection Service
Two-Pronged Approach to Food Safety

In-Plant Inspection

Safe Food Handling
FSIS Communication Channels
Evolution of Communication Channels

Modernization

Audience Growth

What’s Next?
Information Exchange

Food Safety Messaging

FSIS

Consumers

Consumer Research
Consumer Research Studies

5 ongoing Observational Studies
2 ongoing Focus Group Research
2 ongoing Web Based Surveys

www.fsis.usda.gov/consumer-research
Participants failed to properly clean their hands up to 99% of the time.

Focus attention on the ‘clean’ food safety step.
Cross-Contamination Findings

Unsafe food handling can spread Salmonella from raw meat and poultry to ready-to-eat foods

FSIS Response

Updated consumer messaging:
Poultry washing increases risk because it spreads pathogens in the sink
Implications of this Research

CLEAN
WASH HANDS AND SURFACES OFTEN

SEPARATE
SEPARATE RAW MEATS FROM OTHER FOODS

USDA
WHAT’S THE BIG DEAL?
HANDBRINGING
RATE OF FAILURE
Always wash your hands for at least 20 seconds with soap and water.

USDA
WHAT’S THE BIG DEAL?
CONTAMINATION
RATE OF FAILURE
Food washing should always include five simple steps: wash, rethink, wash, rinse, and dry.

USDA
WHAT’S THE BIG DEAL?
CONTAMINATED SALAD
RATE OF FAILURE
26%

USDA
WHAT’S THE BIG DEAL?
SEPARATE YOUR FOOD?
RATE OF FAILURE
60%

USDA
WHAT’S THE BIG DEAL?
LINGERING BACTERIA
RATE OF FAILURE
96%

The safest way to handle raw meat or poultry is to KEEP WORK SURFACES CLEAN.

WASHING POULTRY
RISK OF CONTAMINATION
Sixty percent of participants contaminated the inner sink when they washed chicken.

The safest choice is not to wash meat or poultry.
Partnerships

FSIS finds success in synergies with partners.
Discover Food Safety Resources

www.fsis.usda.gov
www.foodsafety.gov

USDA Meat and Poultry Hotline
1-888-MPHotline
(1-888-674-6854)