



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

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...

Sickens

1 in 6

Americans

Results in

128k

Hospitalizations

Causes

3,000

deaths

Costs consumers

\$15.5

billion

Trends in Safe Food Handling Exposure





Information Consumption

**>12 hours
per day**

Session Speakers:

Carol Blake

USDA Food Safety and Inspection Service

Michael Roberson

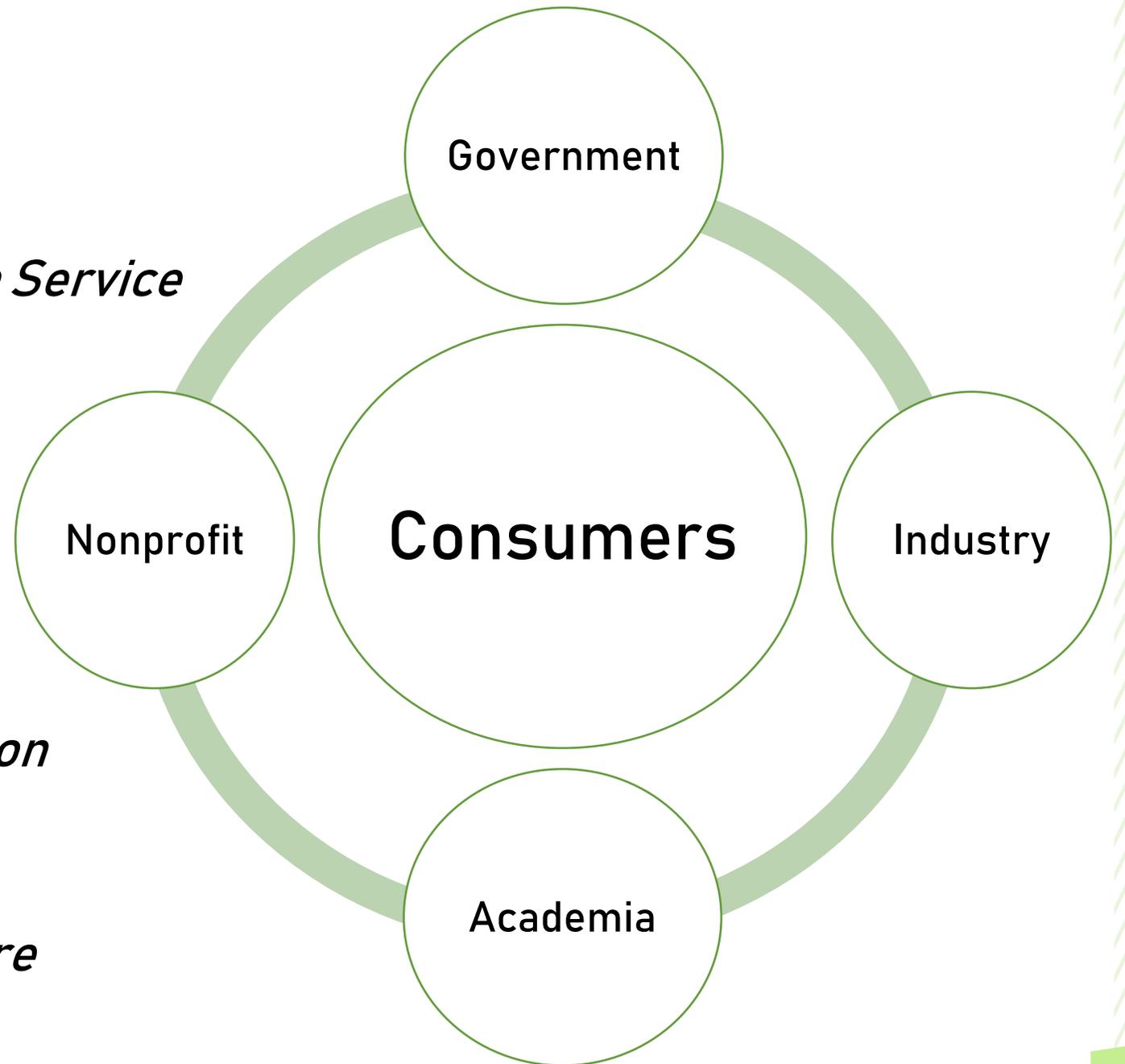
Publix Super Markets, Inc.

Barbara Chamberlin

*New Mexico State University
New Mexico Cooperative Extension*

Jessica Badour

Georgia Department of Agriculture



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**USDA Consumer
Education Research
and Behavior
Change**

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**Partnerships for
Consumer
Education and Food
Safety at the Retail
Level**

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New Mexico State University

New Mexico Cooperative Extension

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**Educational Food
Safety Materials for
Consumers**

Session Speakers:

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USDA Food Safety and Inspection Service

Michael Roberson

Publix Super Markets, Inc.

Barbara Chamberlin

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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.



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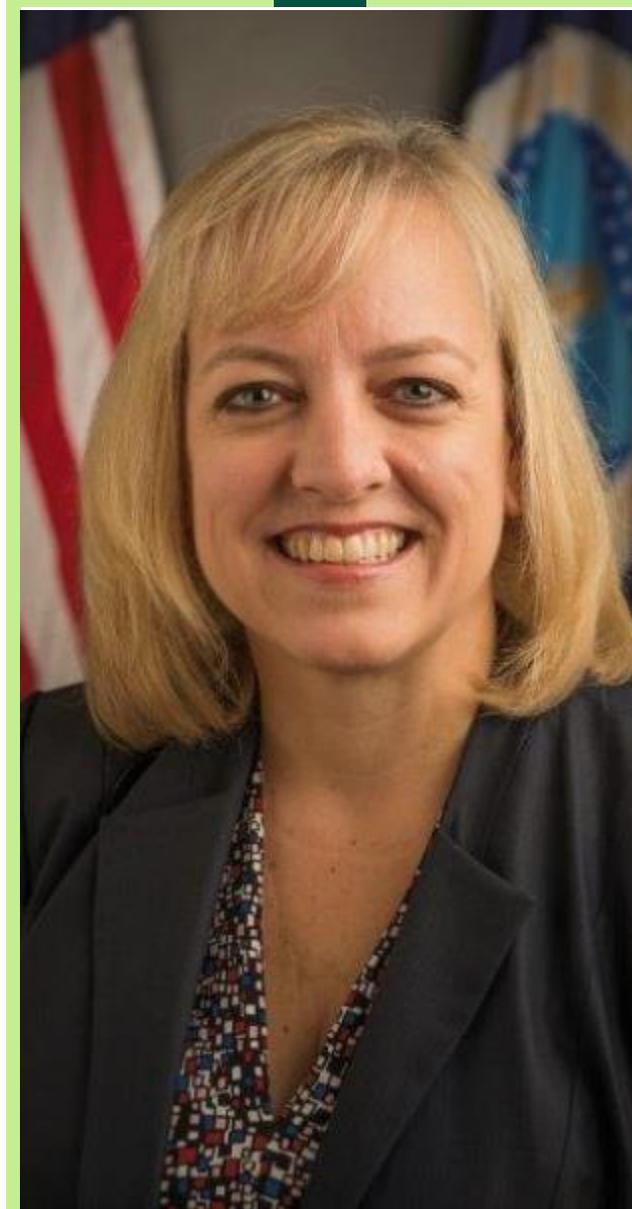
USDA Consumer Education Research and Behavior Change

Carol Blake

Assistant Administrator

Office of Public Affairs and Consumer Education

USDA Food Safety and Inspection Service

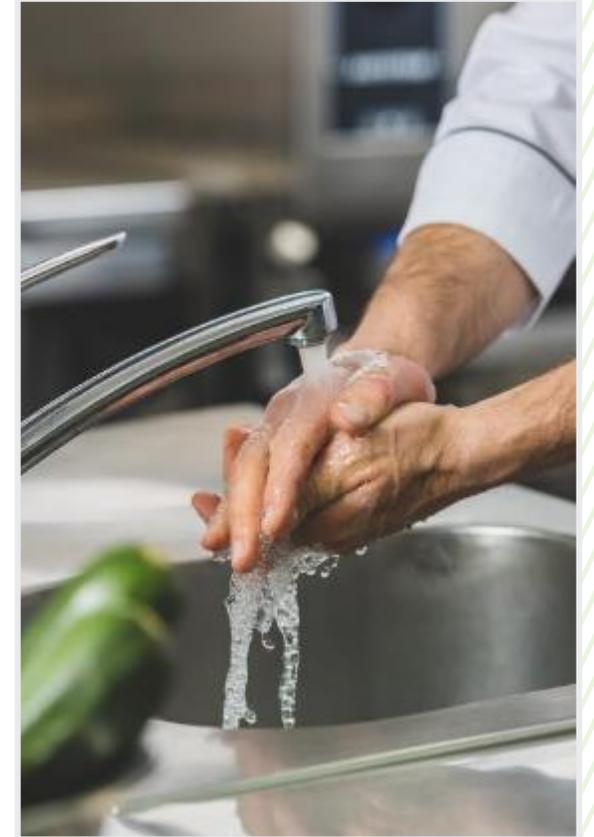


Two-Pronged Approach to Food Safety

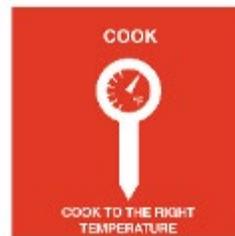
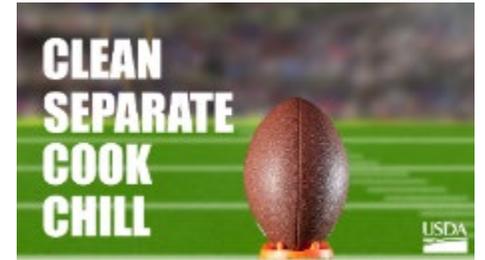
In-Plant Inspection



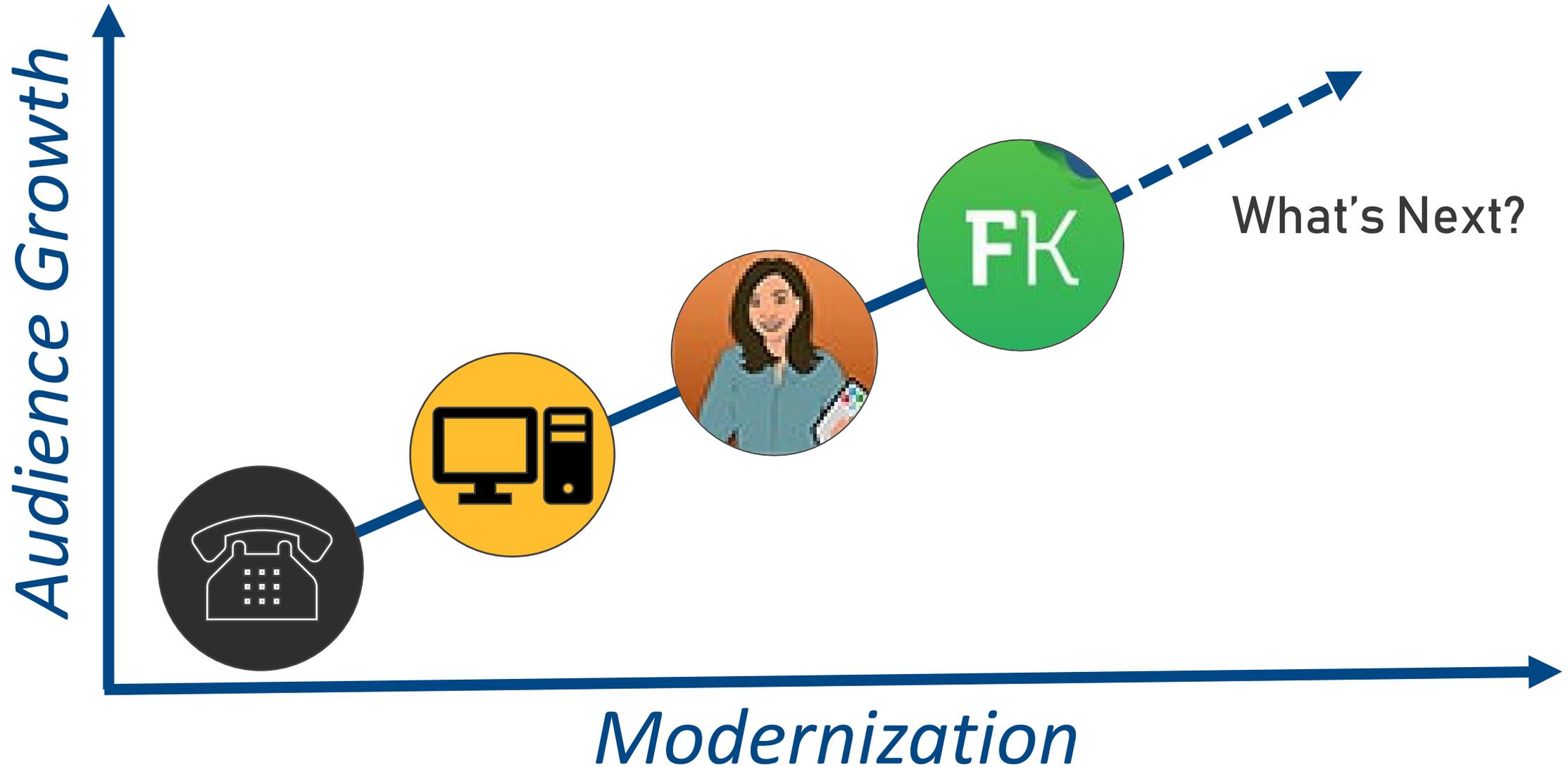
Safe Food Handling



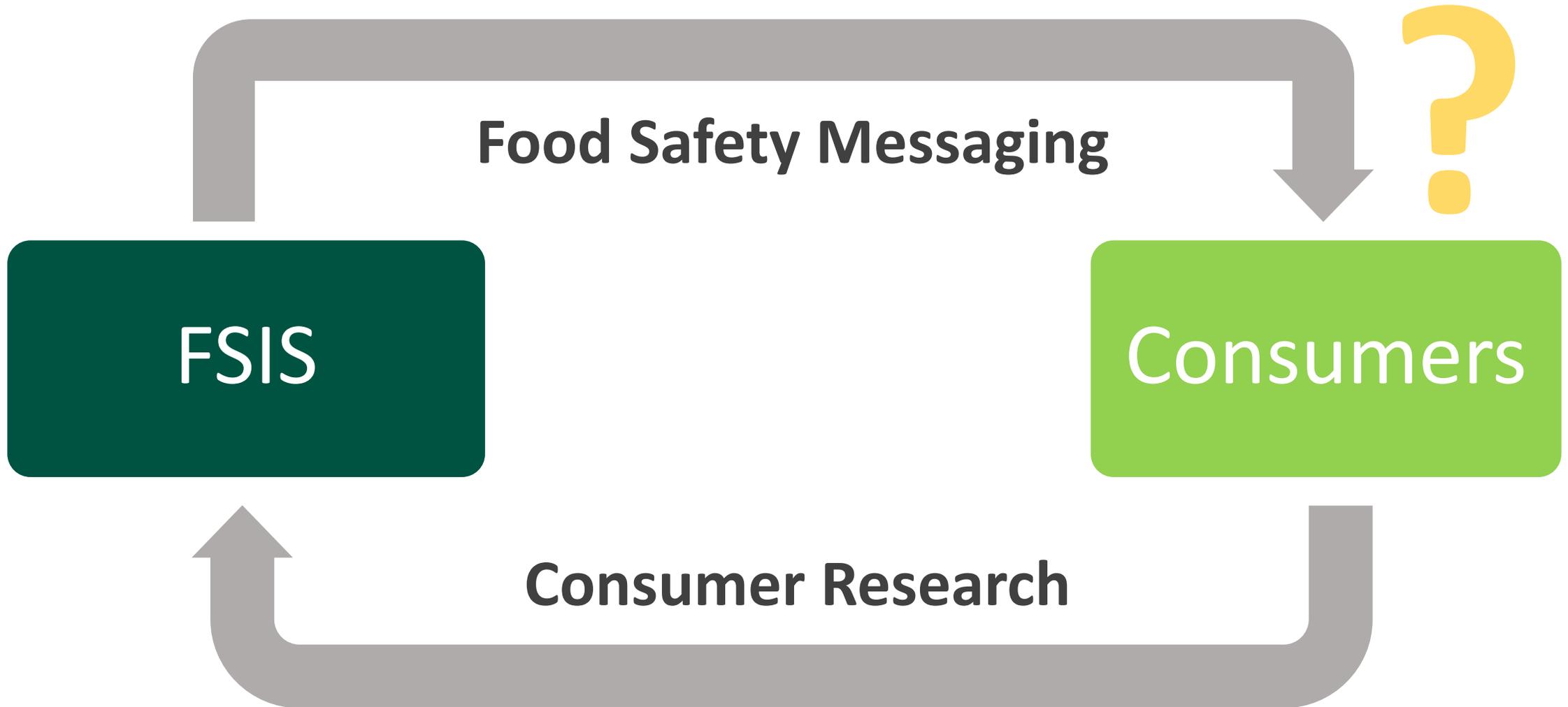
FSIS Communication Channels



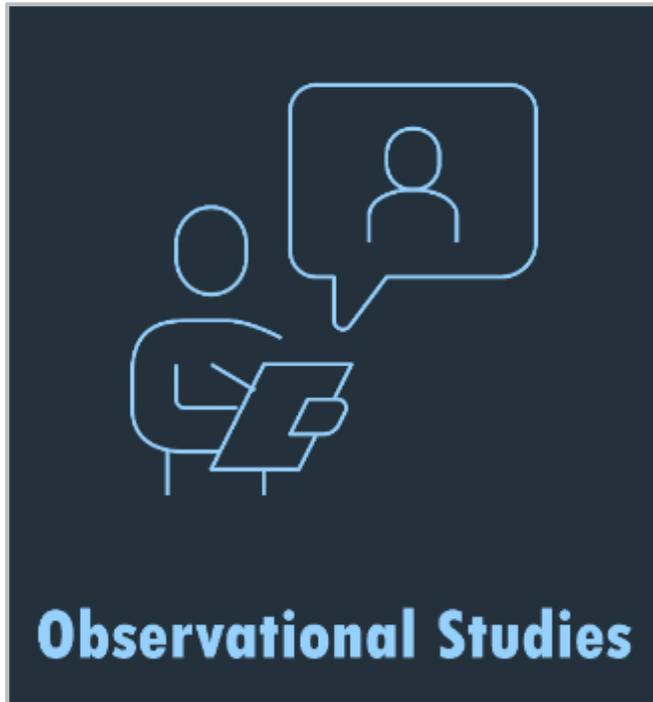
Evolution of Communication Channels



Information Exchange



Consumer Research Studies



5 ongoing



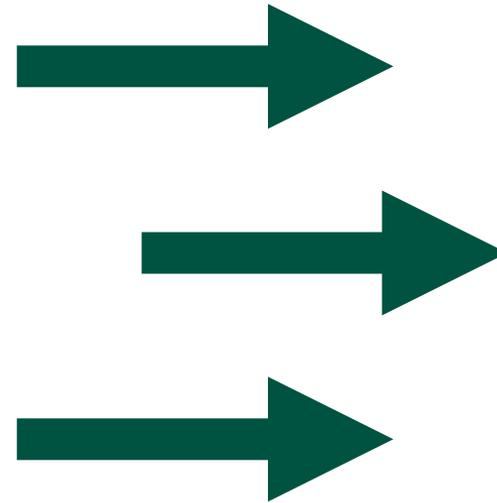
2 ongoing



2 ongoing

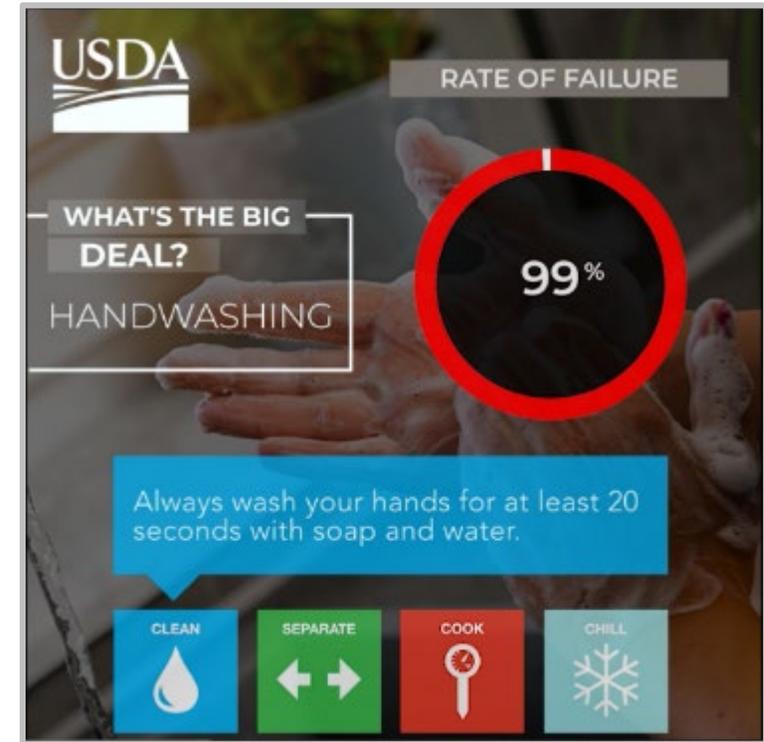
Applying Findings to Food Safety Messaging

Handwashing Findings



Participants failed to properly clean their hands up to 99% of the time

FSIS Response



Focus attention on the 'clean' food safety step

Applying Findings to Food Safety Messaging

Cross-Contamination Findings



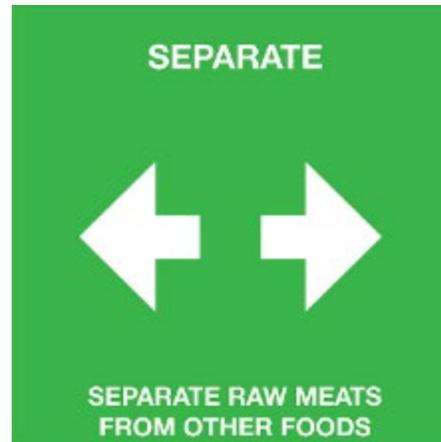
Unsafe food handling can spread Salmonella from raw meat and poultry to ready-to-eat foods

FSIS Response



Updated consumer messaging: Poultry washing increases risk because it spreads pathogens in the sink

Implications of this Research



Partnerships



FSIS finds success in synergies with partners.



Looking Forward



Discover Food Safety Resources



www.fsis.usda.gov

www.foodsafety.gov

USDA Meat and Poultry Hotline

1-888-MPHotline

(1-888-674-6854)