March 10-12, 2021

CFSE Virtual Conference

Promoting Hand Hygiene & Food Safety Education for Everyone

fightbac.org/virtual
#foodsafety2021
Welcome!

Message from the Executive Director

Hello and thank you for being part of the eighth Consumer Food Safety Education Conference. This conference is designed to support you in your work to communicate the science of food safety to people. PFSE also hopes this event sparks ideas and connections that set you up for a successful year ahead. We had hoped to be together in person, but now that we’re here online, it is exciting to see new participants coming on board. Welcome to the community of BAC Fighters!

As this year of hope for good health and safety for all unfolds, be assured that you will be supported with access to events and resources that help you boost awareness for the prevention of foodborne illness.

Shelley Feist
Executive Director, Partnership for Food Safety Education

Message from the Co-chairs

As Co-chairs of the CFSEC 2021 we welcome you to the CFSE Virtual Conference and urge you to take full advantage of the great program that has come together. We have expert speakers on behavior change, on consumer food buying and preparation trends, and on the landscape related to the microbiological safety of food. We hope you enjoy this program as much as we’ve enjoyed putting it together!

This active and accomplished community of health and food safety educators brings you their own program experiences and successes during three Breakout Sessions and two Poster receptions. Be sure to visit them! We’re confident you will make new professional contacts here and find new collaborators for your future consumer education outreach. Welcome to the conference!

Cindy Jiang
Senior Director, Global Food Safety Risk Management, McDonald’s Corporation

Steven Mandernach
Executive Director, Association of Food and Drug Officials, PFSE Board Member
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Thank You

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Research and Training Specialist

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University of Arizona Cooperative Extension
Congratulations to the Partnership on Nearly a Quarter-Century of Educating Consumers about Food Safety

Food Safety Education Resources
from FDA’s Center for Food Safety and Applied Nutrition (CFSAN)

Download Free Resources From CFSAN’s Education Resource Library

https://epublication.fda.gov/epub/
12:00-12:15 PM Welcome to the Conference

12:15-1:15 PM Plenary: Federal Leaders Talk About Food Safety and the Health of Americans
Leaders from federal agencies talk about where we are with food safety and their efforts to collaborate for the better health of all Americans. This session will combine live comments and a Q&A session.

SPEAKERS:

Carter Blakey, Deputy Director, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services

Robert Tauxe, Director, Division of Foodborne, Waterborne and Environmental Disease, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention

Paul Kiecker, Acting Deputy Under Secretary for Food Safety, U.S. Department of Agriculture

Frank Yiannas, Deputy Commissioner for Food Policy and Response, Food and Drug Administration

1:15-1:20 PM Break

1:20-1:35 PM Community Connector Talks
1. Date Labeling and Beef Products: What Does It All Mean?
   Hosted by Beef Checkoff
2. Let’s Talk About CFSAN’s Food Safety Education Resources
   Hosted by the FDA
Plenary Session: Scientists Weigh In: Consumer Food Safety Message Review

In the Fall of 2020 the Partnership for Food Safety Education, with support of the U.S. Food and Drug Administration, launched a process to gather scientific and technical input on the Fight BAC!® and ProducePro consumer food safety messaging. Twenty U.S. scientific experts from academic institutions, federal agencies, and leading food commodities and food companies came together between November 1, 2020 and January 29, 2021 on Zoom discussions and in an online workspace.

Experts were asked to identify gaps or missing information, and to bring to the discussion findings that might provide a foundation for modifications to existing messages. In this plenary session, Ben Chapman of North Carolina State University moderates a discussion with fellow Science Working Group participants about the group’s deliberations and proposed recommendations. The Partnership’s Executive Director, Shelley Feist, talks about future stages for review and updating of Fight BAC! consumer messaging, and Conrad Choiniere of the Food and Drug Administration provides context for consumer education in the FDA’s plans for the New Era of Smarter Food Safety.

SPEAKERS:

Benjamin Chapman, Professor and Food Safety Extension Specialist, North Carolina State University

Conrad Choiniere, Director of the Office of Analytics and Outreach, Food and Drug Administration

Shelley Feist, Executive Director, Partnership for Food Safety Education

Lee Ann Jaykus, Professor of Food Microbiology, North Carolina State University

Jennifer McEntire, Senior Vice President of Food Safety and Technology, United Fresh Produce Association

Martin Wiedmann, Professor, Food Safety, Cornell University

Angela Fraser, Professor, Food, Nutrition, and Packaging Sciences, Clemson University
## CONCURRENT SESSIONS: Safe Food Handling

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<tr>
<th>Time</th>
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<th>SPEAKERS</th>
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<tbody>
<tr>
<td>2:40-3:00 PM</td>
<td>Stay Strong and Safe with Family Meals</td>
<td>Adam Friedlander, Manager, Food Safety and Technical Services, Food Marketing Institute; Krystal Register, Director, Health and Well-being, Food Marketing Institute</td>
</tr>
<tr>
<td>3:00-3:20 PM</td>
<td>Chore to Champions: Scrub Club Makes the Mundane Magnificent for Kids &amp; Caretakers</td>
<td>Mindy Costello, Sustainability Standards Specialist, NSF International; Harold Chase, Legislative Director, Regulatory Affairs, NSF International</td>
</tr>
<tr>
<td>3:20-3:40 PM</td>
<td>Consumer Research Insights on Safe Food Handling and Food Purchases</td>
<td>Tamika Sims, Senior Director of Food Technology Communications, International Food Information Council</td>
</tr>
<tr>
<td>3:40-4:00 PM</td>
<td>Food Safety Education for Active Food Delivery Users</td>
<td>Chinwendu Ozoh, Graduate Teaching Assistant (GTA) for Food Chemistry, Iowa State University</td>
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## CONCURRENT SESSIONS: Cutting Through the Clutter

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<td>Development of Food Safety Intervention for Cancer Patients Receiving Treatment Using Qualitative and Quantitative Studies</td>
<td>Holly Paden, Graduate Research Associate, Ohio State University; Ellen Evans, Research Fellow, Cardiff Metropolitan University; Sanja Ilic, Associate Professor, Ohio State University</td>
</tr>
<tr>
<td>3:00-3:20 PM</td>
<td>Mystery Dinner: The Uninvited Guest</td>
<td>Diane Mason, County Extension Agent for Family and Consumer Sciences Education, University of Kentucky; Kathy Byrnes, Cooperative Extension Service, University of Kentucky</td>
</tr>
<tr>
<td>3:20-3:40 PM</td>
<td>Social Media for Insights into Foodborne Illness Dynamics During COVID-19</td>
<td>Olivia Dominic, Epidemiologist, Food and Drug Administration and André Markon, Epidemiologist, Food and Drug Administration</td>
</tr>
<tr>
<td>3:40-4:00 PM</td>
<td>Catch Them While You Can: Grabbing Attention at the Right Time</td>
<td>Cindy Brison, Educator, Douglas/Sarpy County, University of Nebraska Extension; Carol Larvick, Educator, Food, Nutrition and Health, University of Nebraska Extension</td>
</tr>
</tbody>
</table>
Happy Hour Poster Reception

Grab a delicious beverage and pop into the posters of your choice to mingle with fellow attendees! (See page 18 for full poster listings)

Thank You Community Connectors!

Platinum Connectors

Gold Connectors

Special Contributors

- Florida Association for Food Protection

Media Sponsors

- Food Safety News
- Food Safety Magazine
- Quality Assurance & Food Safety Magazine

The 2021 Consumer Food Safety Education Virtual Conference is supported by the Food and Drug Administration (FDA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award R13FD006956 totaling $180,000 with about 3% funded by FDA/HHS and about 97% funded by non-government source(s).

This work is supported by the USDA National Institute of Food and Agriculture, AFRI project 2020-06179.
12:00-1:15 PM  There is a Hole in My Cheese and Other Things to Complain About – A Food Safety Perspective

Join Michael and Charlie Kalish, co-founders of Food Safety Guides, also known by their appearances on Food Network (“Chopped” and “Great Food Truck Race”) as the Cheese Twins, for an interactive cheese tasting experience and discussion about home food safety issues and challenges. Participants are encouraged to purchase four different cheeses (a shopping list will be provided to registered attendees in advance). The Cheese Twins will walk the group through the tasting, providing tips and using each cheese to drive conversation on consumer food safety topics. Whether you decide to participate in the Cheese Twins’ discussions (polls, chats, Q&A) or sit back and enjoy a delightful tasting and conversation, expect a highly engaging and entertaining session.

SPEAKERS

Charlie Kalish and Michael Kalish, Food Safety Guides

1:15-1:30 PM  Break
### CFSE Conference 2021
Promoting Hand Hygiene & Food Safety Education for Everyone

### CONCURRENT SESSIONS: Safe Food Handling

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<tr>
<td>1:30-1:50 PM</td>
<td><strong>Pet Food Safety: Humans Can Get Sick Too!</strong></td>
<td><strong>Merlyn Thomas</strong>, Graduate Research Assistant, Purdue University; <strong>Yaohua Feng</strong>, Assistant Professor and Extension Specialist, Dept. of Food Science, Purdue University</td>
</tr>
<tr>
<td>1:50-2:10 PM</td>
<td><strong>Your Safety, Your Life! ¡Tu Seguridad, Tu Vida!</strong></td>
<td><strong>Maribet Brute</strong>, Supervisor, Expanded Food and Nutrition Education Program (EFNEP), University of Maryland Extension; <strong>Marlene Orantes</strong>, Coordinator, Expanded Food and Nutrition Education Program (EFNEP), University of Maryland Extension; <strong>Mira Mehta</strong>, Director, Expanded Food and Nutrition Education Program (EFNEP), University of Maryland Extension</td>
</tr>
<tr>
<td>2:10-2:50 PM</td>
<td><strong>“High 5” on Food Safety Education and Training – Insights from the Food Service Industry</strong></td>
<td><strong>Kerry Bridges</strong>, Vice President, Food Safety and Quality, Chipotle Mexican Grill; <strong>Dionne Crawford</strong>, Manager of U.S. Restaurant Food Safety, McDonald’s Corporation; <strong>Jorge Hernandez</strong>, Vice President of Quality Assurance, The Wendy’s Corporation; <strong>Gina Owen</strong>, Food Safety Product Development Lead, Ecolab; <strong>Cindy Jiang</strong>, Senior Director, Global Food Safety Risk Management, McDonalds Corporation</td>
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<td>1:30-1:50 PM</td>
<td><strong>Assessing Food Safety Attitudes of Current Dietetic Students in the U.S., UK, and Lebanon</strong></td>
<td><strong>Holly Paden</strong>, Graduate Research Associate, Ohio State University; <strong>Ellen Evans</strong>, Research Fellow, Cardiff Metropolitan University; <strong>Yaohua Feng</strong>, Assistant Professor and Extension Specialist, Dept. of Food Science, Purdue University</td>
</tr>
<tr>
<td>1:50-2:10 PM</td>
<td><strong>Key Influencers Affecting Youths’ Safe Food-handling Behavior Change</strong></td>
<td><strong>Yaohua Feng</strong>, Assistant Professor and Extension Specialist, Dept. of Food Science, Purdue University; <strong>Greg McCurdy</strong>, retired Teacher</td>
</tr>
<tr>
<td>2:10-2:30 PM</td>
<td><strong>Developing Risk Communications Through Observational Research</strong></td>
<td><strong>Aaron Lavallee</strong>, Deputy Assistant Administrator, Food Safety and Inspection Service, USDA</td>
</tr>
<tr>
<td>2:30-2:50 PM</td>
<td><strong>Navigating a Foodborne Illness: New Online Tools Support People Experiencing Foodborne Illness</strong></td>
<td><strong>Stanley E. Rutledge</strong>, Director of Constituent Services + Communication, STOP Foodborne Illness</td>
</tr>
</tbody>
</table>
2:50-3:00 PM  
**Break**

3:00-3:30 PM  
**Plenary: Consumer Food Trends and the Path Forward**
Join this session to find out the latest consumer food trends. Sally Lyons Wyatt will share data on consumer food purchasing, home cooking, fresh vs. perishable, and the breakdown of this amongst household types. Sally will also share what changes may happen when consumers become more mobile later in 2021.

**SPEAKER:**  
Sally Lyons Wyatt, Executive Vice President and Practice Leader, IRi

3:30-3:45 PM  
**Community Connector Talks**

1. **Date Labeling and Beef Products: What Does It All Mean?**  
*Hosted by Beef Checkoff*

2. **Let’s Talk About CFSAN's Food Safety Education Resources**  
*Hosted by the FDA*

3:45-3:50 PM  
**Break**

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**Continuing Education Credits**

The 2021 Consumer Food Safety Education Conference has been approved for continuing education credits from several accreditation agencies. Visit this page to see the full list. After the conference, a survey will be sent to each attendee regarding CEUs. Each attendee will have the chance to complete it and PFSE will issue certificates a few weeks after the conference to attendees that request them for specific agencies. For more information, email Mary-Kathleen Todd.
3:50-4:30 PM  
**Why We Resist: The Surprising Truths About Motivating Behavior Change**

We know that educating consumers on the facts about food safety is necessary; but often it is just not sufficient to produce long lasting behavior change. Over the last few decades, the fields of behavioral psychology, neuroscience, and behavioral economics have revealed answers to the pressing questions of ‘why people do what they do’ and ‘why is change so hard.’ Dr. Starr has boiled down the complexity of this science into nine intuitive truths about human behavior. In this talk, she will introduce these truths and actionable frameworks for applying them to designing communications, interventions and programs that help people make better decisions and help them follow through on their knowledge about how to ensure food safety.

**SPEAKER:**

Kathleen Starr, PhD, Managing Director of Behavioral Science, Syneos Health

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4:30-5:00 PM  
**Happy Hour Reception and Posters**

Grab a delicious beverage and pop into the posters of your choice to mingle with fellow attendees! *(See page 18 for poster listing)*
Your gateway to Federal food safety information.

FoodSafety.gov

Mobile App

FOODKEEPER
A food safety resource for your home.

Meat & Poultry Hotline

1-888-MPHotline
(with Ask.USDA.gov)

Live support via phone, chat, and email.

Web Site

FoodSafety.gov
Food Delivery — Key Insights and Consumer Education

During the COVID-19 pandemic, nearly everyone made changes in how they purchase food and prepare meals. Concerns about in-store shopping and a scarcity of essential items gave rise to a new or increased reliance on delivery options.

According to Nielsen IQ, online food and beverage sales, including grocery and restaurant online delivery, jumped 125% over the 52 weeks ending November 30, 2020.

New research by the Partnership for Food Safety Education (PFSE) looks at the households that are using delivery options, and whether users of food delivery report taking care to handle delivered food safely. In this plenary session, key insights from the work of a PFSE food delivery task force will be shared along with the outlines of a new communications initiative on safe handling of food deliveries.

SPEAKERS

Shelley Feist, Executive Director, Partnership for Food Safety Education

Michael Roberson, Director of Corporate Quality Assurance, Publix Super Markets Inc.; Board Chairman, PFSE

Megan Lacy, Account Director, Wild Hive

Community Connector Talks

1. Date Labeling and Beef Products: What Does It All Mean?  
   Hosted by Beef Checkoff

2. Let’s Talk About CFSAN’s Food Safety Education Resources  
   Hosted by the FDA

Break
### CONCURRENT SESSIONS: Safe Food Handling

#### 1:00-1:20 PM
**Encouraging At-home Consumers to Declutter Their Pantries and Garden with Virtual Food Preservation Programs**

**SPEAKERS:** Cheryl Bush, Agent Associate, Family and Consumer Sciences, University of Maryland Extension; Erin Jewell, MS, RDN, LDN, Agent, Family and Consumer Sciences, University of Maryland Extension; Shauna C. Henley, PhD, Agent, Department of Nutrition and Food Science and Family & Consumer Sciences, University of Maryland Extension

#### 1:20-1:40 PM
**Pivoting to Virtual Programming for Teaching Safe Food Preparation and Preservation: Lessons Learned from Virginia Cooperative Extension**

**SPEAKERS:** H. Lester Schonberger, Research Associate, Department of Food Science and Technology, Virginia Tech; Renee Boyer, Interim Department Head, Food Science and Technology Department, Virginia Tech; Melissa Chase, Consumer Food Safety Program Manager, Department of Food Science and Technology, Virginia Tech

#### 1:40-2:00 PM
**Collaborative Design + Volunteers = Effective Outreach**

**SPEAKERS:** Suzanne Driessen, Educator, Food Safety, Professor, Center for Agriculture, Food and Natural Resources, University of Minnesota Extension; Christy Marsden, Assistant Professor in Horticulture and the Master Gardener Volunteer Program, Center for Food, Agricultural and Natural Resources Sciences, University of Minnesota Extension; Jackie Froemming, Educator – Horticulture and Master Gardener Program, University of Minnesota Extension

#### 2:00-2:20 PM
**Examining the Safety of Low Acid Canning in “Smart Cookers”**

**SPEAKERS:** Paige Wray, Assistant Professor, Family Consumer Sciences/4-H, Utah State University Extension; Andrea Schmutz, Assistant Professor, Utah State University Extension; Teresa Hunsaker, Educator / Emergency Preparedness / Food Preservation / Weber County, Home and Community Department, Utah State University Extension

#### 2:20-2:40 PM
**Consumer and Industry Baking and Flour Food Safety Engagement**

**SPEAKERS:** Sharon Davis, Director, Program and Membership Development, Home Baking Association; Chris Clark, Vice President, Communications & Administration, North American Millers’ Association
CONCURRENT SESSIONS:  Cutting Through the Clutter

1:00-1:20 PM  
**Engaging Home Cooks: A Guide to Using Interactive Virtual Events to Spread Food Safety Awareness**  
**SPEAKERS:** Leslie Owens, Chef & Culinary Content Creator, The Kitchen Crusader; Katie Weston, Community Engagement Manager, Partnership for Food Safety Education

1:20-1:40 PM  
**Evaluation of COVID-19/Food Safety-related Social Media Posts from Kansas State University and the University of Missouri Extension**  
**SPEAKERS:** Londa Nwadike, Assistant Professor, Extension Food Safety Specialist, Kansas State University/University of Missouri; Karen Blakeslee, Extension Associate, Rapid Response Center Coordinator, Kansas State University; Levy Randolph, Assistant Professor, Department of Communications and Agricultural Education, Kansas State University College of Agriculture

1:40-2:00 PM  
**Surprising Successes in Reaching Consumers with Animations, Interactives and Video**  
**SPEAKERS:** Pamela Martinez, Assistant Professor, Innovative Media Research and Extension, New Mexico State University; Amy Smith Muise, Editor, Innovative Media Research and Extension, New Mexico State University; Barbara Chamberlin, Professor, Extension Specialist, New Mexico State University

2:00-2:20 PM  
**Switching Gears: Taking Your Outreach Efforts to the Next Level Digitally**  
**SPEAKER:** Julie Wood, Research and Training Specialist, Florida Department of Agriculture and Consumer Services Division of Food Safety

2:20-2:40 PM  
**CDCs Qualitative Evaluation of Risk Communications During Multistate Foodborne Outbreaks**  
**SPEAKER:** Michael Ablan, Evaluation Fellow, Centers for Disease Control and Prevention

2:40-2:45 PM  
**Break**
Plenary: Crossing the Generational Divide in Food Safety Education: What Leaders Need to Know to Best Engage, Educate, & Influence Emerging Generations

Generation Z is here! They are already up to 25 years old, don’t remember a time before the internet or smartphones, and will come of age thinking on-demand food delivery is normal. At the same time, food safety educators face the daunting challenge of communicating, engaging, educating, and building trust across multiple generations in an unprecedented pandemic environment.

In this powerful presentation, globally acclaimed generational researcher and author Jason Dorsey will separate myth from truth so you know what actually works now to engage across generations. Jason and his team at The Center for Generational Kinetics have led more than 65 generational research studies around the world. He’s keynoted numerous food safety and food industry events and brings a compelling, unexpected perspective that drives results.

Jason has been featured on more than 200 TV shows, including 60 Minutes and The Today Show. He and his team have led research on all sides of the food and education industry, from food manufacturing, restaurants, and retail to hiring, retaining, and training. Jason is passionate about separating generational myth from truth through data—and his unique presentation style has earned him over 1,000 standing ovations. His latest bestselling book, "Zconomy: How Gen Z Will Change the Future of Business and What to Do About It," was listed on Forbes as a Top 10 Business Book of 2020.

SPEAKER:

Jason Dorsey, President, The Center for Generational Kinetics
Thank you, Contributing Partners, for investing in year-round food safety education efforts!

### BAC(teria) Blasters
- American Beverage
- American Frozen Food Association
- Big Y Foods, Inc.
- Boar's Head Provisions Co.
- Chipotle Mexican Grill
- Conagra Brands
- FoodLogiQ
- HelloFresh
- Instacart
- McDonald's Corp.
- Meijer, Inc.
- National Association of Convenience Stores
- National Chicken Council
- National Frozen and Refrigerated Foods Association
- National Grocers Association
- National Pork Board
- National Turkey Federation
- Nestle
- North American Millers’ Association
- Produce Marketing Association
- Publix Super Markets Charities, Inc.
- Refrigerated Foods Association
- Sysco Corporation
- Tyson Foods, Inc.
- Uber Technologies
- United Fresh Produce Association
- USPoultry
- Wakefern Food Corp.
- Walmart

### Sudsinators
- Academy of Nutrition and Dietetics
- Association of Food and Drug Officials
- Institute of Food Technologists
- International Association for Food Protection
- International Food Information Council Foundation

### Friends of PFSE
- Albertsons Own Brands
- Consumer Federation of America
- Consumer Reports, Inc.
- Kings Food Markets
- National Consumers League

### Federal Liaisons*
- Centers for Disease Control and Prevention
- U.S. Food and Drug Administration, CFSAN
- U.S. Department of Agriculture, FSIS
- FSES / NIFA

* federal liaison agencies do not provide annual financial support.
The Foundation and the Beef Checkoff are partnering to ensure a safe and nutritious beef supply.

Key Projects Include:

Research funding to minimize the presence of Shiga toxin-producing Escherichia coli in fresh beef, Listeria monocytogenes in ready-to-eat meat and poultry products and Salmonella in meat and poultry products; and demonstrate the role of meat in healthy dietary patterns

Education programming for meat and poultry industry professionals

Consumer food safety education to help ensure that food is safe when served
1. **Microbial Quality of Fresh Produce Acquired from Farmers’ Markets in Central Virginia**
   Although sales of local food at farmers markets have been steadily growing, the food safety risks associated with products purchased at farmers markets have not been adequately addressed. This study is to assess the prevalence and characterization of foodborne pathogens on fresh produce procured from farmers markets in Central Virginia.

   **PRESENTER:** Chyer Kim, Assistant Professor, Virginia State University

   Researchers focused on assessing food safety behaviors and risk perceptions of consumers during the COVID-19 pandemic (Spring 2020). The pandemic has increased awareness of diseases, but food safety education is needed to help consumers continue following good practices beyond COVID-19 and to eradicate improper practices that may harm them.

   **PRESENTERS:** Merlyn Thomas, Graduate Research Assistant, Purdue University; Yaohua Feng, Assistant Professor and Extension Specialist, Dept. of Food Science, Purdue University

3. **New Audiences for High Speed Hand Washing**
   In response to COVID-19 guidelines, new training resources and tools for safe and efficient hand washing were developed to train workers arriving to harvest and process food. In autumn, additional resources were developed for teachers, caregivers and pod leaders of young children.

   **PRESENTERS:** Glenda Hyde, Associate Professor of Practice, Family & Community Health, Oregon State University Extension Service/Deschutes County; Lauren Kraemer, Assistant Professor of Practice in the College of Public Health and Human Sciences, Oregon State University Extension Service; Shauna Tominey, Assistant Professor of Practice and Parenting Education Specialist, Oregon State University Extension Service
4. **Responding to Consumers During a Pandemic: Food Safety and Program Delivery**

The 2020 pandemic spurred interest in gardening and overall safe food handling and preservation among consumers. Interviews with members of a regional food safety/preservation education group were conducted. This presentation will share best practices in regional collaboration to conduct and evaluate food safety education programs throughout a multistate region.

**PRESENTERS:** Julie Garden-Robinson, Professor and Extension Specialist, North Dakota State University; Rebecca West, Professor, English, North Dakota State University; Barbara Ingham, Professor, Food Science Extension Specialist, University of Wisconsin

5. **Enhancing the Consumer’s Understanding of the Four Core Food Safety Practices: Clean, Separate, Cook, Chill During COVID-19 Pandemic**

There is no confirmed evidence that COVID-19 can be transmitted via food or food packaging (WHO, 2020). However, COVID-19 can be transmitted via contact surfaces (CDC, 2020; van Doremalen et al. 2020). This presentation will fill a gap in current literature by focusing on food safety education to consumers in the context of COVID-19 pandemic.

**PRESENTERS:** Basem Boutros, Assistant Professor, Department of Family and Consumer Sciences, Sam Houston State University; Valencia Browning-Keen, Associate Professor, Department of Family and Consumer Sciences, Sam Houston State University; Yemisi Oguntuwase, Sam Houston State University

6. **Assessment of Food Safety in Temporary Foodservice Establishments at Louisiana Fairs and Festivals**

Food purchased from temporary foodservice establishments in fairs and festivals is very popular. This presentation will provide findings of an evaluation of secondary data of food safety inspection reports for the top five critical and non-critical food safety violations at the New Orleans Jazz and Heritage Festival.

**PRESENTERS:** Valerie Salter, Doctoral Candidate, Hospitality Management, Department of Apparel, Events, and Hospitality Management, Northwestern State University; Anirudh Naig, Associate Professor, Department of Apparel, Events, and Hospitality, Iowa State University

7. **Using Web-Survey Results to Improve Consumer Education Efforts**

FSIS will share the results of its recent national web survey on messaging preferences for foodborne illness outbreaks and recalls. Learn how this data can be used to by public health professionals to target messaging to help improve consumer behavior and awareness of foodborne illnesses.

**PRESENTERS:** Jesus “Jesse” Garcia, Public Affairs Specialist, USDA-FSIS and Meredith Carothers, Technical Information Specialist, USDA-FSIS
8. **Food Safety Education for Extension Volunteer**

The Statewide Food Safety in-service training was a multimedia presentation and demonstration that took place across the state of Florida and educated participants on proper food handling to promote food safety.

**PRESENTERS:** Laurie Osgood, Family and Consumer Sciences Agent, University of Florida Institute of Food and Agricultural Sciences (IFAS); Amy Mullins, Family & Consumer Sciences Agent II, University of Florida, Institute of Food and Agricultural Sciences (IFAS) Extension in Leon County; Jennifer Hagen, Family and Consumer Sciences Agent, University of Florida, Institute of Food and Agricultural Sciences (IFAS) Extension in Lee County.

9. **Virtual Transition and Lesson Learned**

Online programming provided the opportunity to make consumers aware of safe food preservation during the COVID-19 pandemic. Participants will learn about a successful online programming effort and why this is an effective way to reach consumers about important food safety behaviors.

**PRESENTERS:** Joyce McGarry, Educator – Food Safety, Michigan State University Extension; Kara Lynch, Food Safety Educator, Michigan State University Extension; Kellie Jordan, Food Safety Instructor, Michigan State University Extension.

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**It’s Happy Hour!**

Mix yourself a delicious BAC-Tini (with or without alcohol) to sip while you visit with the poster presenters.

**BAC-Tini!**

**INGREDIENTS**
- 1 ounce coconut rum
- 1 ounce vodka
- 1/2 ounce blue curacao
- 1/2 cup pineapple juice
- Splash of lemon-lime soda
- Fresh pineapple and maraschino cherries for garnish, optional
- Martini glass

**INSTRUCTIONS**
1. Combine rum, vodka, blue curacao and pineapple juice into a glass filled with crushed ice and stir.
2. Top with a splash of lemon-lime soda.
3. Garnish with fresh pineapple and a maraschino cherry and serve in Martini glass.

**BAC-Mocktail**

**INGREDIENTS**
- 4 ounces lemonade
- 2 ounces limeade (or lime cordial)
- 4 kiwi slices (peeled)
- 3/4 ounce simple syrup
- Garnish: kiwi or lime slice
- Highball glass

**INSTRUCTIONS**
1. Muddle the kiwi and simple syrup in a mixing glass.
2. Add ice, lemonade, and limeade.
3. Shake well.
4. Strain into a highball glass filled with fresh ice.
5. Garnish with a kiwi slice or lime wedge.
10. **An Exploration of Opportunities for Food Safety Education of Young Children**

Use of childrens’ cookbooks/recipes and co-curricular food preparation classes, targeted for the “younger-audience” may provide a valuable opportunity to convey information about safe food-handling/storage to children and have the potential to positively impact childrens’ health, however, remain to be an underutilised source of food-safety information.

**PRESENTER:** Elizabeth Redmond, Senior Research Fellow, Cardiff School of Sport and Health Sciences, Cardiff Metropolitan University

11. **Let’s Get Personal! Determining the Effects of Personal Narratives in Agricultural Messaging**

Drs. Levy Randolph and Tiffany Rogers-Randolph, Kansas State University, will present a study conducted with University of Florida and Ohio State University which focused on message-driven media. The study focused on identifying effective approaches to delivering food safety information to consumers that increases engagement and attitude while reducing cognitive load.

**PRESENTERS:** Levy Randolph, Assistant Professor, Agricultural Communications and Journalism, Kansas State University; Tiffany Rogers-Randolph, Assistant Professor, Agricultural Communications and Journalism, Kansas State University

12. **Fill Your Pantry: Food Preservation in a Digital Landscape**

During the COVID-19 pandemic, the University of Illinois Extension Nutrition and Wellness team adapted quickly to provide food preservation webinars and digital resources. Having reached over 1.75 million people through social, print, and virtual media, hear lessons Extension has learned about using various media and delivering consumer food safety information uniquely!

**PRESENTERS:** Lisa Peterson, Nutrition & Wellness Educator, University of Illinois Extension; Mary Liz Wright, Nutrition and Wellness Educator, University of Illinois Extension

13. **Best Practices for a Successful Virtual Food Demonstration**

The program delivers training for creating a virtual food demonstration with an eye toward food safety precautions. Drawing on evidence from the 2017 FDA Food Code, the program trains participants to shift a once in-person event to a virtual space for mastering strategies to deliver a successful virtual food demonstration.

**PRESENTERS:** Keith A. Statham-Cleek, MEd, EFNEP Program Associate II/Management, University of Arkansas Division of Agriculture Extension and Research; Leigh Ann Bullington, MS, CEA, Staff Chair, University of Arkansas Division of Agriculture Extension and Research; Bryan Mader, DrPH, MPH, CHES, Assistant Professor-Nutrition Family & Consumer Science, University of Arkansas Division of Agriculture Extension and Research
14. Creating a Valid and Reliable Consumer Food Safety Tool
Kitchen Kaizen is a research-based, consumer food safety program. This session will discuss its development, review elements of the curriculum, and share program results. Participants will better understand how to create a food safety program and partner with the University of Maryland Extension.

PRESENTERS: Virginia Brown, Evaluation Specialist, University of Georgia; Shauna Henley, Senior Agent, Affiliate Agent, Dept of Nutrition & Food Science, University of Maryland Extension

15. Penn State Extension Response to Consumer Food Safety Concerns During COVID-19
Penn State Extension Food Safety Educators mobilized immediately when COVID-19 restrictions were implemented, developing research-based information to share with clients. As restrictions continued, the team created live webinar trainings on a variety of food safety topics, meeting the continuing needs of our clients for accurate information.

PRESENTERS: Sharon McDonald, Educator, College of Agricultural Sciences, Pennsylvania State University Extension; Amber Denmon, Educator, Food, Families & Health, Pennsylvania State University Extension; Nicole McGeehan, Educator, Food Safety & Quality/Food, Families and Health, Pennsylvania State University Extension
16. **Cannabidiol and Pharmacogenomic Considerations**

This poster will provide important information on the implications of pharmacogenomic testing relative to consumer safety of the popular cannabinoid CBD, which is now in pharmacies as though it is a dietary supplement and being added to food items such as coffee drinks and bakery items.

**PRESENTERS:** Caitlin Keefe, Research Assistant, Regis University School of Pharmacy; Leticia Shea, Associate Professor, Department of Pharmacy Practice, Rueckert-Hartman College for Health Professions, Regis University School of Pharmacy

17. **Examine Employees’ Motivators and Barriers to Following Food Allergy Accommodation Practices in Independently-owned Restaurants**

Learn about employees perceived motivators and barriers to following food allergy accommodation practices in independently-owned restaurants in Metro-Orlando, Florida.

**PRESENTERS:** Nelson M. Placa, Professor, Tenured, Valencia College; Anirudh Naig, Associate Professor in Hospitality Management & State Extension Food Safety Specialist for Retail Foodservice, Iowa State University

18. **Evaluate Current Food Allergy Policies and Procedures and Examine Differences and Similarities in Existing Policies and Procedures in Independently-owned Restaurants**

This presentation will share results from a study conducted that assessed food allergy policies and procedures in independently-owned restaurants in Metro-Orlando. The study also evaluated the food allergy attitudes and knowledge of owners/managers from independently-owned restaurants.

**PRESENTERS:** Nelson M. Placa, Professor, Tenured, Valencia College; Anirudh Naig, Associate Professor in Hospitality Management & State Extension Food Safety Specialist for Retail Foodservice, Iowa State University

19. **Evaluation of Food Safety Education Program for Low Socioeconomic Families with Young Children**

To protect consumers in low socioeconomic status and their young children from contracting foodborne illnesses, it’s important for the primary food handlers of these families to learn and adopt proper food handling practices. In this study, we developed and evaluated an educational program for low socioeconomic families with young children.

**PRESENTERS:** Han Chen, Graduate Research Assistant, Purdue University; Leah Klinestiver, Public health student, Purdue University; Yaohua Feng, Assistant Professor and Extension Specialist, Dept. of Food Science, Purdue University
20. **A Netnography Study Relating to Raw Meat-based Diets for Pets**

In this netnography study, we utilise the novel method to explore the food safety perceptions and practices of UK pet owners relating to the trend of raw meat-based diets for pets. We also conduct an online review of raw pet food manufacturer/supplier websites to investigate food safety information provision.

**PRESENTERS:** Veronika Bulochova, Student, Food Science, Technology and Food Safety, Cardiff Metropolitan University; Ellen Evans, Research Fellow, ZERO2FIVE Food Industry Centre, Cardiff School of Sport and Health Sciences, Cardiff Metropolitan University

21. **Are Food Safety Messages on Flour Packages Effective?**

Researchers focused on evaluating the impact of current food safety messages on flour packages among flour-using consumers. The findings indicated that food safety messages currently available on flour packages were not as effective in communicating safe flour handling practices to consumers, so the content and location need to be optimized.

**PRESENTERS:** Juan Archila-Godinez, Research Assistant, Purdue University; Yaohua Feng, Assistant Professor and Extension Specialist, Dept. of Food Science, Purdue University

22. **Recipe Redo for Food Safety**

This poster presentation shows how a university updated all of the recipes used in their community nutrition education programs to include food safety guidelines and the language they used in the recipes. You will see some of the finished recipes used on social media.

**PRESENTERS:** Dana Smith, Area Extension Specialist, Tennessee State University Cooperative Extension; Debbie Goddard, Special Projects Coordinator, Tennessee State University Cooperative Extension; Marion Mosby, SNAP-Ed/EFNEP, Tennessee State University Cooperative Extension

23. **Going Beyond the Fridge Door to Explore Domestic Food Safety Risks**

In this study, we go beyond the fridge door to explore the potential relationship between cognition, behaviour, and domestic food safety risks. We conduct a longitudinal time-temperature profiling study to explore the impact of behaviour upon refrigeration temperature and explore associations between knowledge, attitudes, self-reported data, and refrigerator operating temperatures.

**PRESENTER:** Elizabeth Redmond, Senior Research Fellow, Cardiff School of Sport and Health Sciences, Cardiff Metropolitan University
24. Educational Initiatives for Virginia Extension Agents’ Awareness of Food Processing Technologies

This presentation emphasizes the importance of assessing educators’ knowledge and perceptions of food safety topics before they deliver programming to others. Multi-modal educational initiatives (videos, peer-reviewed infosheets, train-the-trainer workshop) were created in response to a survey of Virginia Extension Agents regarding their knowledge of and perceptions towards food processing technologies.

**PRESENTERS:** Minh Duong, Graduate Research Assistant, Department of Food Science and Technology, Virginia Tech; Nicole Arnold, Assistant Professor, Department of Nutrition Science, College of Allied Health Sciences, East Carolina University; Lily Yang, Manager, Food Safety, The Acheson Group LLC

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Thank you to the frontline workers who are going above and beyond to keep us all safe.

Amazon is a proud supporter of the Partnership for Food Safety Education and all of those leading our food safety practices.
Make every recipe a **safe** recipe!

90% of American households are cooking more at home, but are they taking the steps to prevent food poisoning?

The [Safe Recipe Style Guide](https://www.fightbac.org) provides the tools you need to add basic safety steps to recipes — prompts that have been shown to significantly increase food safety behaviors at home.

Follow us on [Instagram at @safe.recipes](https://www.instagram.com/safe.recipes) for delicious recipes and updates on the "Young Cooks Recipe Challenge" coming Spring 2021!

Bookmark the website [www.fightbac.org](https://www.fightbac.org)

This website is filled with free tools, lessons, resources, and valuable information for educators, health professionals, dietitians and extension agents!

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**The Latest News from the Partnership for Food Safety Education**

**Food Delivered with a Side of Safety**

During the COVID-19 pandemic, using your phone to order food changes how you purchase food and groceries. Download the Safe Hands app and get your hands on tips to wash your hands and keep food clean on the go.

**READ MORE**

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**Watching & Learning: Multi-Year Behavior Study**

An analysis from sponsored by the USDA, the National Food Safety Education Program, and the Centers for Disease Control and Prevention (CDC) for the Food and Agriculture Organization of the United Nations (FAO) identifies three key factors that influence food safety behaviors: awareness, education, and training.

**READ MORE**

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**The Story of Your Dinner**

Food safety is the foundation of preparing and serving healthy, safe meals. The Story of Your Dinner kicks off National Food Safety Education Month in September, and takes families through holiday meal planning. The campaign features recipes, videos, kids’ activities and food safety tips. Join us as we highlight the importance of food safety from the farm to the processor to the retailer to your dinner table!

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**Download Center**

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[www.fightbac.org](https://www.fightbac.org) | [storyofyourdinner.org](https://storyofyourdinner.org) | [saferecipeguide.org](https://saferecipeguide.org)
Thank you for attending!

See you in 2023 for the next Consumer Food Safety Education Conference!

The 2021 conference came together through the dedication and hard work of many people, including the PFSE staff, Mychelle Garrigan, Mary Kathleen Todd, Denise Gavilan and Michael Roberson. Conference co-chairs Steven Mandernach and Cindy Jiang led the way in a seamless pivot from an in-person event to a virtual conference. We appreciate the leadership of Frank Yiannas and the support of the U.S. Food and Drug Administration in making possible this conference and the related Science Working Group. Finally, we thank the more than 40 organizations that come together each year to support PFSE’s core work in convening, education and outreach.

- The Partnership for Food Safety Education; February 2021