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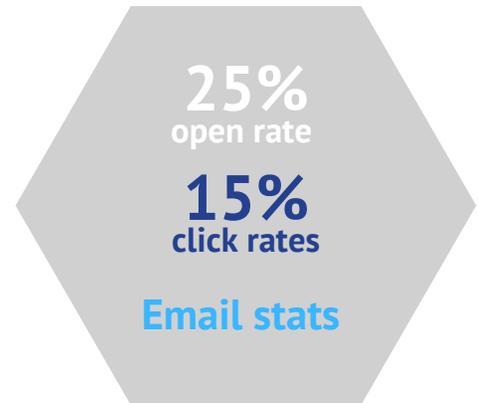


MID-YEAR IMPACT REPORT



Below is a snapshot of what YOU made possible from January through June 2021.

Your Impact in Numbers



We look forward to achieving even more with you in the coming months. Thank you!

Mission Moment: Your Support in Action

IDAHO EXTENSION DELIGHTS WITH FAMILY RECIPE BOOK

BAC Fighter Joey Peutz and a group of fellow extension educators in Idaho are working on a special project to help parents delight their children in eating a rainbow of fresh produce from local farmers markets.

The farmers market recipe book will provide a month of original, no-cook dishes featuring seasonal produce. Joey is building [Fight BAC!® ProducePro](#) into the book and using the [Safe Recipe Style Guide](#) to build food safety prompts into the recipes. The Style Guide includes the message to rinse fresh produce under running water.

Learn more about the [amazing work Joey is doing](#) in Idaho.

Your Partner contribution ensures that resources, such as ProducePro and the Safe Recipe Style Guide, can stay free of charge to help Joey and other food safety educators reach their communities.



2021 CONSUMER FOOD SAFETY EDUCATION CONFERENCE

In March, the [Partnership for Food Safety Education](#) (PFSE) held its first-ever [virtual conference](#), and it was a huge success! With the ongoing pandemic, PFSE shared important lessons learned and best practices for cutting through message clutter to successfully engage people on the importance of safe food handling.

- **More than 500 registered**, and **452 joined us LIVE** during the three days
- Most popular CEUs earned at the conference were **Academy of Nutrition and Dietetics** and **National Environmental Health Association**
- 93% of respondents said they will make changes in their practice as a result of information presented at the conference



The response to CFSEC 2021 was terrific! Please take a moment to look at the [amazing feedback](#) submitted by your fellow BAC Fighters. **Thank you for all of your time and program development input!**



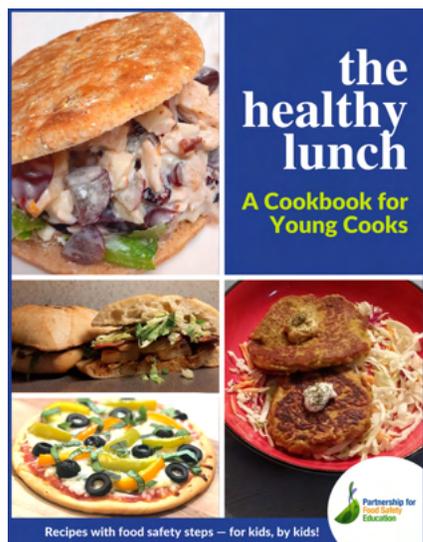
A special thank you to the [FMI Foundation](#), [USDA](#), [Amazon](#), [Beef Checkoff](#), and the [International Association for Food Protection](#) for their financial support of the conference.

This work is supported by the USDA National Institute of Food and Agriculture, AFRI project 2020-06179.

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).



NEW! THE HEALTHY LUNCH COOKBOOK



PFSE announced the winners of the Young Cooks Recipe Challenge for [World Food Safety Day 2021](#). A round of applause goes to Grand Prize winner **Cole** and his Chicken, Fruit & Nut Salad Sandwiches!



During a Facebook Live event on **Monday, June 7**, PFSE unveiled [The Healthy Lunch Cookbook](#) – 14 lunch recipes submitted by kids, for kids!

Even better, it's not just a cookbook: it's a great tool for teaching kids and their parents about the basics of home food safety. It contains activities along with easy-to-make, healthy recipes that are delicious and include food safety prompts.

This new resource is offered in [black/white format](#), and it will be available in Spanish by summer's end. Thank you to the [judges, nutritional experts, and volunteers](#) who helped to create this cookbook.

MODERNIZING FOOD SAFETY EDUCATION UNDERWAY

This spring, creative development of a modernized communications platform began around home delivery of food from all source types.

What we know: Food safety guidance does not change when handling delivered foods, just how people are sourcing their food has changed.

This national food delivery education campaign will be informed by a series of testing including:

- Consumer Value Perception Survey
- Educator Input Survey
- Consumer Messaging Test Survey
- A/B Ad Split Testing via Facebook

The campaign is set to launch this fall. As a PFSE Partner, you have done quite a bit of the formative work already by providing input on your unique processes. Thank you for laying the groundwork for this initiative to start!

A special thank you to the [Association of Food and Drug Officials](#), [Instacart](#), and [Sysco](#) for making extra financial commitments to ensure creative development!



PFSE WELCOMES NEW MEMBERS TO BOARD OF DIRECTORS

The Partnership for Food Safety Education is excited to announce the appointment of five members to the Board of Directors. Please join us in welcoming these terrific food safety leaders to the team:



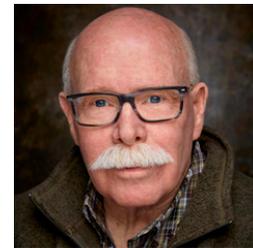
Nancy Glick
Director of Food & Nutrition Policy
[National Consumers League](#)
[Read Nancy's bio](#)



Dilshika Wijsekera
Senior Director, Food Safety & Regulatory Compliance
[Instacart](#)
[Read Dilshika's bio](#)



Jennifer Quinlan, Ph.D
Professor, Departments of Nutrition Science,
Food & Hospitality Management
[Drexel University](#)
[Read Jennifer's bio](#)



Craig Wilson
Vice President & Quality Assurance,
Food Safety
[Costco Wholesale Corporation](#)
[Read Craig's bio](#)



Brian Ronholm
Director, Food Policy
[Consumer Reports](#)
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Visit the PFSE website to see the full list of the [Board of Directors](#) and [Contributing Partners](#).

**Thank you for supporting BAC Fighters
and the health of Americans!**

