

"Is it **done** yet?"

You can't tell by **looking**. Use a **food thermometer** to be sure.

Dear Food Writer/Editor:

The Food Safety and Inspection Service (FSIS) of the U.S. Department of Agriculture (USDA) has launched a new campaign to promote the use of food thermometers: **"IS IT DONE YET?" You Can't Tell By Looking. Use a Food Thermometer To Be Sure.**

FSIS is partnering with various organizations, agencies, and local groups to help spread the campaign's message. We encourage people to use a food thermometer, either dial or digital, and become a role model among friends and neighbors. Food thermometers are critical tools that will keep food safe from foodborne bacteria.

"*Is It Done Yet?*" aims to raise consumer awareness about food thermometer use in order to ensure that meat, poultry, fish, and egg products are "perfectly cooked; perfectly safe."

Campaign materials feature USDA's recommended internal temperatures for these food products, which are accompanied by images that show proper thermometer placement in these foods.

We hope that these materials will be used by food safety instructors, health educators, food editors, food and health organizations, science teachers, and others to promote thermometer use and explain why it's important to cook foods to the proper internal temperature.

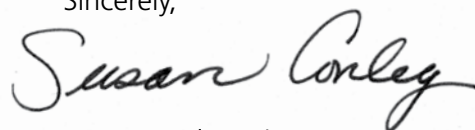
- *For educators*, posters, magnets, and brochures are available for order.
- *For industry partners*, poster ads are available for use in promoting FSIS's food safety messages.
- *For the media*, feature articles along with "Is It Done Yet?" graphics and streaming audio and video clips, including radio public service announcements, are available.

"Is It Done Yet?" materials are available on the Web site **www.IsItDoneYet.gov** and by E-mail **IsItDoneYet@fsis.usda.gov**. For a free printed copy of the "Is It Done Yet?" brochure, order online at <http://www.pueblo.gsa.gov/rc/safefood.htm>, or send your name and address to Federal Citizen Information Center (FCIC), Dept. 11, Pueblo, CO 81009.

Note to Media:

If you are interested in interviewing a USDA food safety expert, please contact Matt Baun at (301) 504-9605.

Sincerely,



Susan Conley, Director
Food Safety Education

www.IsItDoneYet.gov



United States Department of Agriculture
Food Safety and Inspection Service