

Thermy™ Campaign Success Stories



Thermy™ says:

**"It's Safe to Bite
When The Temperature is Right!"**

Food Safety and Inspection Service, USDA

USDA, FSIS

1998 FDA/FSIS Consumer Food Safety Survey

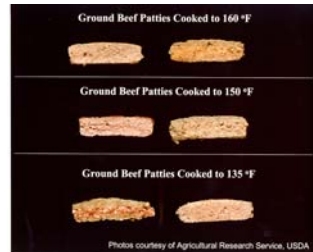


- **Less than 50% of American cooks own a food thermometer**
- **Only 3% use a food thermometer to check hamburgers**

USDA, FSIS

Science-based Research

- **Kansas State University studies and USDA/Agricultural Research Service study show:**
- **1 out of 4 hamburgers turns brown before it's been cooked to a safe internal temperature (160 °F)**
- **Cooking by color is misleading**



USDA, FSIS

FSIS Focus Groups

- **1998 Barriers that Limit Consumers' Use of Thermometers (Macro study)**
 -**Behavior Change is Possible**
 -**Target Parents of Young Children**
 -**Emphasize Taste**
 -**Easy to use everyday**

USDA, FSIS

Kick-Off Event

Press conference

Chef demonstration
Ron DeSantis, CIA



USDA, Washington DC
May 2000

USDA, FSIS

Public Service Announcement

- **Distributed via satellite**
- **Mailed to 600 TV Stations**
- **Mailed to Cable Stations**

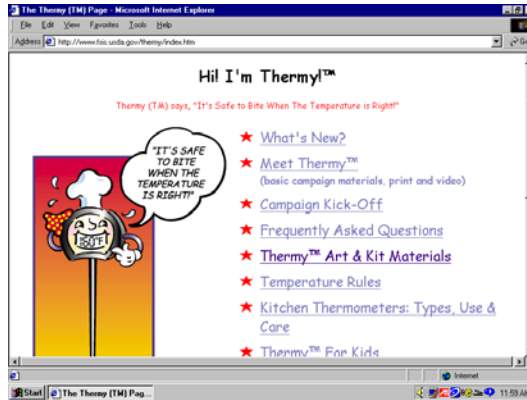


BOY: Yeah, what about Thermo?
MOM: Oh, honey, I know by the color
when it's done.

USDA, FSIS

Thermy™ Web Site

www.fsis.usda.gov/thermy



USDA, FSIS

Thermy™ Kit of Materials (English and Spanish)



Sent to over 100,000 to schools, cooperative extension, the media, and other partners.



USDA, FSIS

Thermometer Industry Embraces Thermym™

To date,
10 companies
using Thermym™ in
packaging
& product
information.



USDA, FSIS

Grocery Store Partners

Use
A Food
Thermometer

Safe Temperature
Chart Inside!

USDA United States Department of Agriculture
Food Safety and Inspection Service

Schnucks

Temperature
Rules!

Ground and whole chicken, turkey, stuffing, casseroles, leftovers	165°	Well Done
Pork, ground beef, meat-well beef, lamb, meat, egg dishes	160°	Well Done
Medium beef, lamb, veal	155°	Well Done
Meat-rare beef, lamb, veal	145°	Well Done
Rare beef, lamb, veal	140°	Well Done

These temperatures are based on the 2009 Food Code, U.S. Department of Health and Human Services.

USDA, FSIS

Jewel-Osco Celebrates NFSEM^(SM)



USDA, FSIS

Giant Food In-Store Promotions



USDA, FSIS

H-E-B Grand Opening of Quality Assurance Lab

Fred Reimers
Manager,
Food Safety
San Antonio, Texas



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Thermy™ Visits State and Local Fairs



- New Mexico
- Kentucky
- Illinois
- Maryland
- New York

USDA, FSIS

Local Puppet Show and CD-ROM!

"Thermy™ Fights BAC! (R)"

Joan Bernard,
(Livingston county)

Eat Smart New York
Cornell Cooperative
Extension



USDA, FSIS

Thermy™ Visits Puerto Rico

Kick-off
Parade for
Agriculture
Week
Celebrations



USDA, FSIS

Macy's Thanksgiving Day Parade



USDA, FSIS

Thermometer Sales

- **Average sales increased ~10% each year (since 2000)**
- **Variety of new types (digital fork, probe, remote)**
- **more accessible, user-friendly**



USDA, FSIS

Next Steps

- **Target food service institutions**
 - local restaurants
 - schools
- **Use social marketing**
 - other audiences



USDA, FSIS

FDA-FSIS Food Safety Survey 2002

- **Thermometer usage by main meal cooks increased to 6%**
- **Healthy People 2010 goals for consumers: Target 10%**

USDA, FSIS

Stay tuned...



Thank you!

USDA, FSIS