



Consumer Education: Delivering Credible Messages



Food Safety Education Conference

Kathy Means

Produce Marketing Association





How To

- Identify real need
- Find the right partners, vehicle
- Research it
- Test it
- Launch it
- Promote it





Timeline

- Convergence of need: late 2003 early 2004
- Decision to proceed: early 2004
- Survey work: spring 2004
- Message development, testing: summer 2004
- Program delivery: October 2004 and April 2005





The Food Safety Chain

- Every link has responsibilities
 - Growers and shippers
 - Processors
 - Wholesalers/distributors
 - Retailers
 - Foodservice operators
 - Consumers





Research Shows Need

- Public believes safe handling is important
- Separate meat, produce in fridge – 92%
- Wash produce with water – 80%
- Separate meat, produce in cart – 74%
- Wash hands before, after handling produce – 51%
- Scrub firm items with brush – 49%





Convergence

- PMA committed to industry, consumers
- PFSE identifies it as a priority
- FDA working on produce handling brochure
- Dietary Guidelines includes food safety
- Consumer groups raise the profile of produce linked to foodborne illness
- Publicity about outbreaks intensifies





Agreement

- PMA, PFSE partner to educate consumers
 - Priorities mesh
 - PMA provides funding
 - Aggressive timeline established





Getting to Results

- Funding decisions
 - Board buy-in
 - Organizational priority
- Scope of work; work group
- Literature search (several industry papers found)





Getting to Results

- Message development
- Message testing
- Message refinement





Getting to Results

- Congruence with government agencies
- Program development
 - Phase 1 (October 2004)
 - Phase 2 (April 2005)
- Promotion





End Results

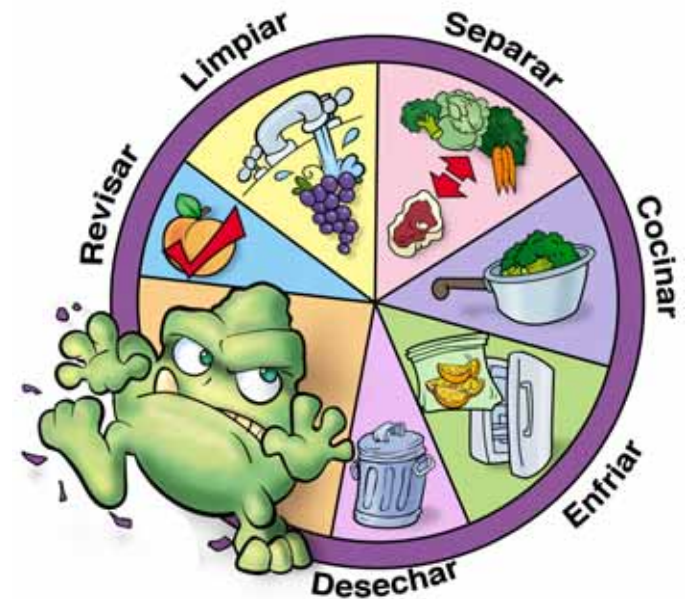
- Customizable brochure
 - English and Spanish
 - Color and b/w
- Downloadable graphics
- Flyer
- PowerPoints
 - Educators, Consumers





End Results

- Activity idea generators
 - Food safety advocates
 - Retailers
 - Produce companies
- Press release, template
- Interactive Web components





Conclusions

- Identify real need
- Find the right partners, vehicle
- Research it
- Test it
- Launch it
- Promote it

