

# How Retailers Engage with Customers to Keep Food Safety Top of Mind

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# FMI PROUDLY ADVOCATES ON BEHALF OF THE FOOD RETAIL INDUSTRY

- FMI conducts programs in public affairs, food safety, research, education and industry relations on behalf of its almost 1,000 food retail and wholesale member companies in the U.S. and around the world.
- FMI membership covers the spectrum of diverse venues where food is sold.

More than  
**33,000**  
retail food  
stores

Regional  
firms

**\$770**  
**billion**  
combined annual  
sales volume

Almost  
**500**  
associate members  
that include retail  
**supplier  
partners**

Independent  
operations

Multi-  
store  
chains

Online food  
retailers,  
pharmacies

**85**  
international  
companies



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

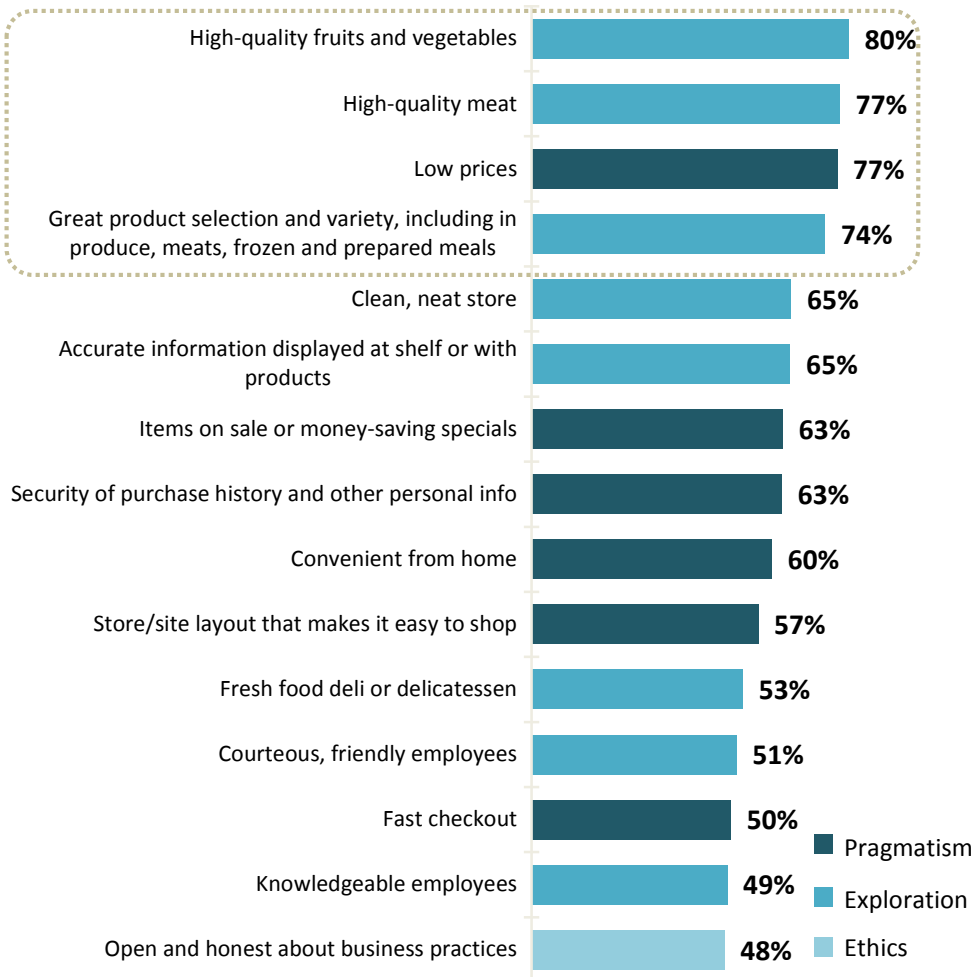
# The Retail Landscape



# The store attributes most important to shoppers point to the significance of quality, freshness and experiential considerations

## MOST IMPORTANT ATTRIBUTES IN PRIMARY STORE

(Showing Very Important on a 3pt scale, showing top 15 attributes)



### Anchored by Selection: Fresh Food First



*“Produce is the most important element of a store—that they have good organic selection and a lot of variety in multiple categories. It tells me they are trying to keep up with the times and gives an appearance of quality.”*

– Thomas, 45

# Careful curation of products builds meaningful store experiences



*"A cheese and olive bar was installed in my grocery store a few years ago. The cheesemonger behind the counter is very helpful if I'm looking for something specific or to provide good suggestions. There are also regular tastings to introduce new flavors and products. I feel like I'm perusing a cheese shop rather than picking out cheese from the supermarket."*

*– Stephanie, 33*

Taken from a shopper's photo diary on shopping well

# The desire for engagement and experience around products has elevated the demand for transparency

Shoppers desire a deeper level of information about ingredients, growers, and production methods in order to better align their purchases with their values about sustainability and wellness.



*“My main store falls short in their seafood department. So I have to go to a different retailer for that specifically. All of their seafood items contain harmful chemicals.”*

– Dena, 47

*“It’s important to know the source for seafood or animal processing. It’s what differentiates certain markets. I like shopping at the places that stand behind their products.”*

– Gretchen, 36

Taken from shoppers' photo diaries on shopping well

# Need for consumer information

- Serious foodborne illness leads to an estimated 128,000 hospitalizations in the US each year – nearly half of these are children.
- Home safe food handling – critical in the chain of prevention.

# Consumers are not always consistent

Consumers understand there is a risk from foodborne bacteria – but often downplay risk.

Some behaviors have fairly high rates of compliance, while others are quite low\*:

- 83% refrigerate meat/chicken dishes within two hours of cooking (good)
- Just 10% report using a food thermometer when cooking a hamburger (not so good)
- 68% say they always wash whole poultry before cooking – not a recommended practice





CDC  
@CDCgov

Following

Don't wash your raw chicken! Washing can spread germs from the chicken to other food or utensils in the kitchen.  
[go.usa.gov/xmTqz](https://go.usa.gov/xmTqz)



FOODBORNE ILLNESS · Published 2 days ago

## CDC's chicken washing warning sparks fierce debate: 'You sound crazy'

**CDC sparks furious debate by urging people to not wash their chicken before cooking them**

## CDC Says Not to Wash Your Chicken, and the Internet Is Confused

**'Don't wash your raw chicken!' CDC's advice has some people sizzling**

**CDC** @CDCgov · Apr 26, 2019  
Don't wash your raw chicken! Washing can spread germs from the chicken to other food or utensils in the kitchen. [go.usa.gov/xmTqz](https://go.usa.gov/xmTqz)



**Autumn**  
@MissAuty\_Baby

So we're suppose to just "cook off" all that gunk from it sitting in a maxi pad for god knows how long? Eating left over feathers and bone dust 🤢🤮. I'll continue washing mine and not getting sick from "spread germs". Y'all enjoy.

3,206 12:48 PM - Apr 26, 2019

**Raghuvir Keni Jr.** @raghuvirkenijr · Apr 26  
Replying to @CDCgov  
Then how are we supposed to clean the chicken ?  
3 16

**CDC** @CDCgov · Apr 29  
Cooking chicken to an internal temperature of 165°F will kill harmful germs and help prevent food poisoning.  
8 5 36

**Owen James (March 18)**  
@owenjamesja

Replying to @CDCgov  
I have been washing my raw chickens with warm water and lime for ages without problems.

30 4:45 AM - Apr 28, 2019 · Suwanee, GA

See Owen James (March 18)'s other Tweets

**Mo Cowan**  
@mocowan

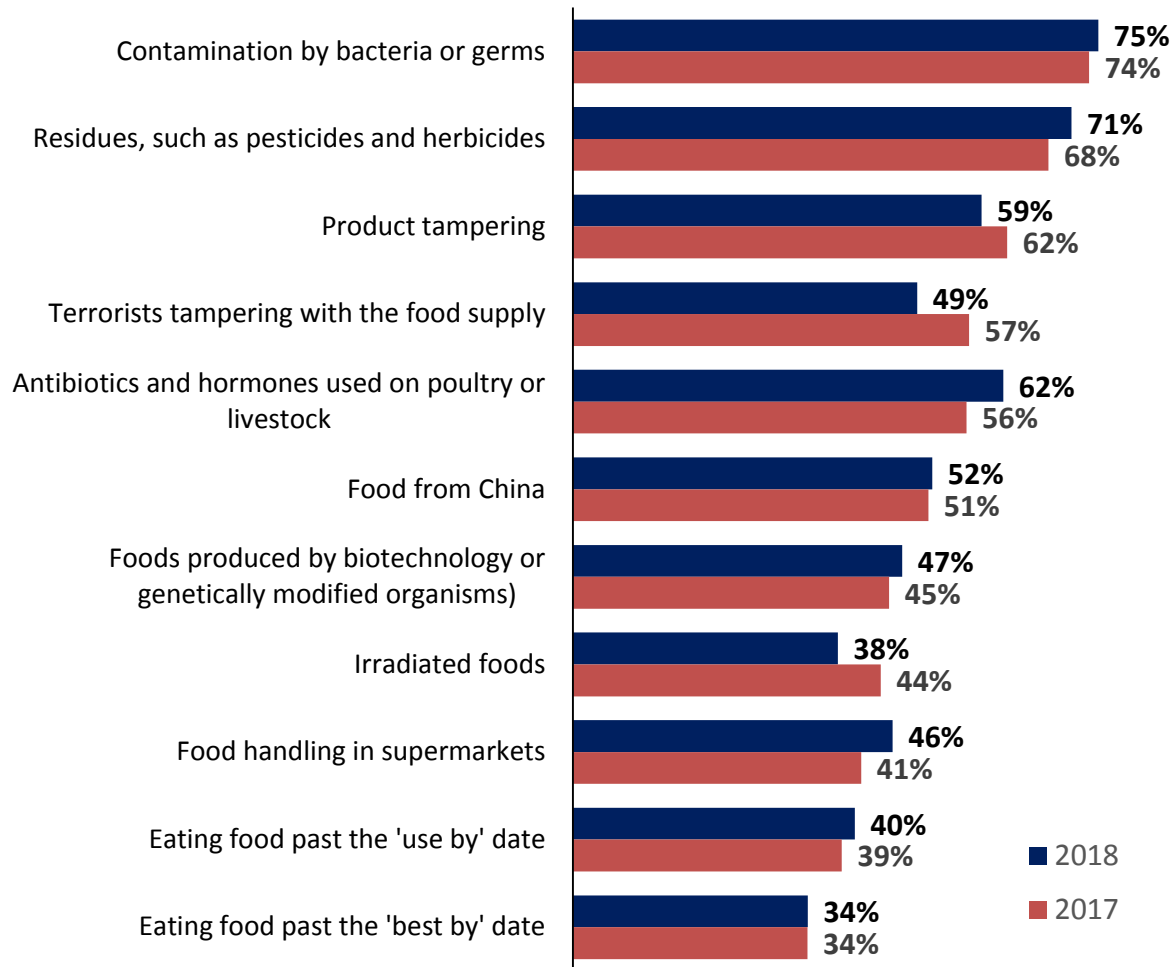
I believe in science, I really do. And I know some think the science is unsettled and the role of humankind continues to be debated. But let me be clear: don't you dare serve me chicken you didn't wash before you cooked it! @cdc out here trying to ruin BBQs!

# Need for consumer information, cont.

- A majority (53%) think it is “Not very common” to get food poisoning because of the way food is prepared at home.
- People think they are more likely to get a foodborne illness from food prepared at a restaurant compared to food prepared at home.

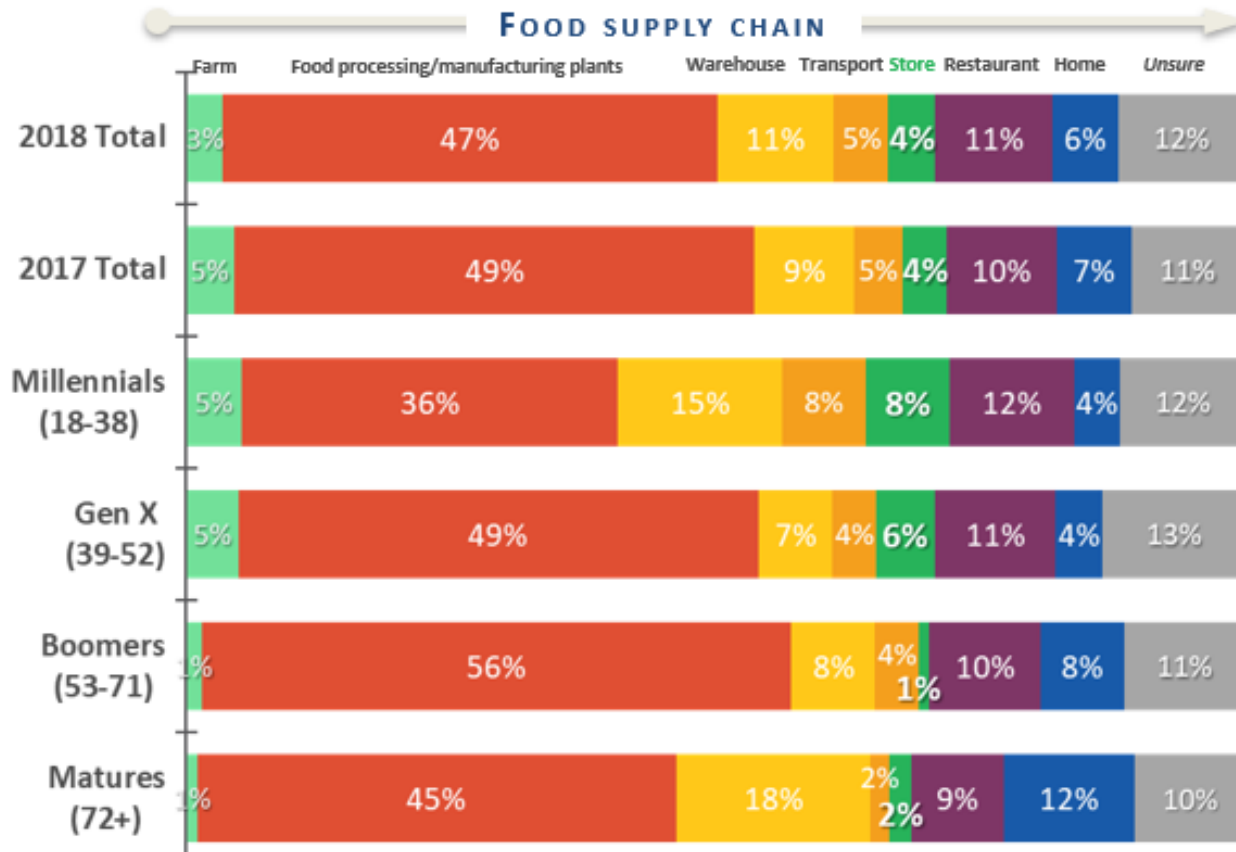
# Shoppers' biggest food safety concerns

## FOOD CONDITIONS SHOPPERS BELIEVE POSE SOME/SERIOUS HEALTH RISK



# Where do shoppers think food safety problems are most likely to occur?

WHERE SHOPPERS BELIEVE FOOD-SAFETY PROBLEMS MOST LIKELY OCCUR



# trust with customers



# The Retailer's Role

- Provide essential products and services
- Create a safe environment and experience for customers
- Engage with Customers

# Why Communicate on Food Handling & Food Safety with Customers?



Increase awareness that safe food handling at home can save lives.



Show customers that they care about their health (and the health of their families).



A way to engage with customers in a different way that is still positive and core to the retailer's mission and values.



Consumer confidence and trust



# Retailers' Connect with Customers on Food Safety

- Equipping customers with the tools for a safe shopping experience



# Retailers' Connect with Customers on Food Safety

- Sending customers home with an important food safety message



Partnership for Food Safety Education  
[www.fightback.org](http://www.fightback.org)



# Retailers' Connect with Customers on Food Safety

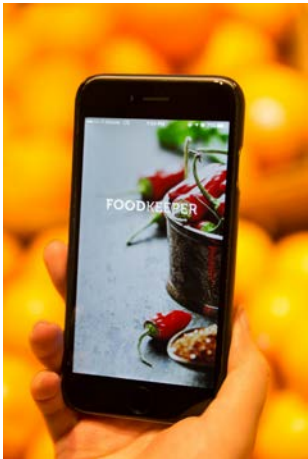
- Getting social with food safety

- Twitter 

- Blogs

- Apps

**FOODKEEPER**



 smartlabel™

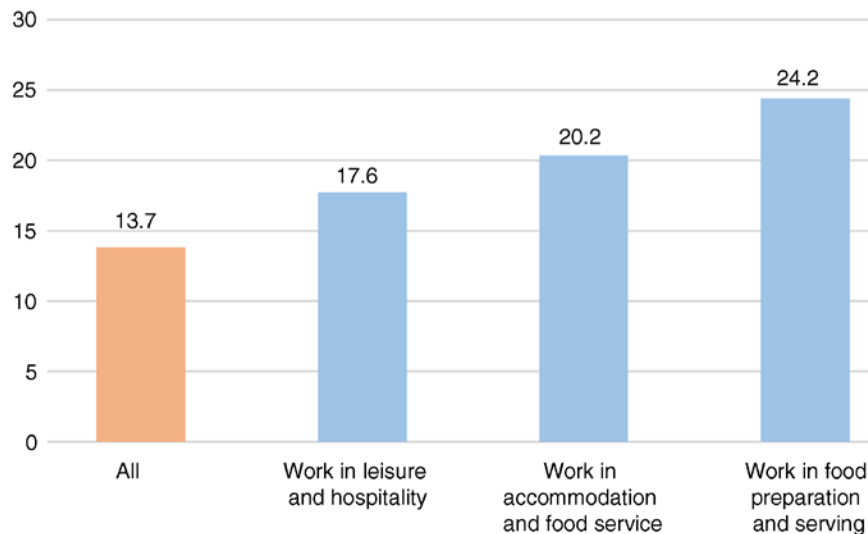


# Retailers' Connect with Customers on Food Safety

- Building employees' food safety knowledge

**Foodservice employees are more likely to use a food thermometer at home when preparing meals with meat, poultry, or seafood**

Share of at-home meal preparers who use a food thermometer, percent



Source: USDA, Economic Research Service using 2014-2016 data from the American Time Use Survey – Eating and Health Module.



# Retailers' Connect with Customers on Food Safety

- Offering good food that is safe and customers love
  - Family Meals
    - FMI Family Meals Month - <https://www.fmi.org/family-meals>
  - Recipes that incorporate food safety instructions
    - Safe Recipe Style Guide – [www.saferecipeguide.org](http://www.saferecipeguide.org)



## THE MUST-HAVE INGREDIENT FOR SAFE RECIPES = INSTRUCTIONS

When recipes contain food safety instructions, people follow them.<sup>1</sup>

### HANDWASHING BEFORE COOKING

Observed Consumer Behavior



**90%**

of people wash hands using recipes **WITH** safety instructions.



**59%**

of people wash hands using recipes **WITHOUT** safety instructions.



Source: 1. Journal of Food Protection 2016 Aug;79(8):1436-9. Recipe Modification Improves Food Safety Practices during Cooking of Poultry. Maughan C, Godwin S, Chambers D, Chambers E IV.

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# Key Takeaways



Customers are the boss



Retailers will continue to meet the needs of their customers



Retailers are a trusted ally and are well-positioned to provide food safety information to their customers.

# Resources



[www.fightbac.org](http://www.fightbac.org)



[www.fmi.org](http://www.fmi.org)

# Questions?



# Thank You

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