



Wellness & Nutrition Council

# FACT SHEET



## Keep Customers Safe and Healthy

*If your customers have questions about how to safely handle and store beef, they're sure to turn to you as a resource. Be prepared to share the following food-safety tips with your customers.*

### **Clean: Wash hands and surfaces often**

Washing with hot, soapy water helps prevent the spread of bacteria and other pathogens

- Wash hands for 20 seconds before and after handling raw meat
- Wash all utensils, cutting boards and counters that have touched raw foods

### **Separate: Don't cross-contaminate**

Bacteria can spread through cross-contamination; never let raw meat touch ready-to-eat foods

- Separate raw meat from other foods in the shopping cart and store raw meat in leak-proof containers or bags on the bottom shelf of your refrigerator
- Use separate plates and utensils for raw food and cooked food
- Wash cutting boards between uses with hot, soapy water, or use two cutting boards — one for raw meat and one for ready-to-eat foods

### **Cook: Cook to safe temperature**

Heating food kills bacteria

- Cook meat to the correct internal temperature
- Use a meat thermometer to accurately measure internal temperature
- Insert thermometer into the center of the thickest part of the meat, away from the bone and fat

### **Chill: Refrigerate promptly**

Cold temperatures slow the growth of bacteria

- Set refrigerators no higher than 40° F and freezers at 0° F
- Refrigerate or freeze perishables within two hours of purchasing or preparing, or within one hour if the temperature is above 90° F
- Never defrost food at room temperature; always thaw frozen beef in the refrigerator or defrost in the microwave
- Always marinate food in the refrigerator
- Store leftovers in shallow containers (two inches or less) for refrigeration; the leftovers will cool faster, helping prevent growth of bacteria

Source: Partnership for Food Safety Education and [www.fightbac.org](http://www.fightbac.org)



**For more information** about how you can leverage the PM Beef Wellness and Nutrition Council into a differentiating competitive advantage in your market, contact your local sales representative or call us at (507) 831-2761 or [betterbeef@pmglobal.com](mailto:betterbeef@pmglobal.com).