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Need for Collaboration with Food Safety Consumer Groups

- 1) Evaluate effectiveness of food safety messages
- 2) Messages directed toward consumers should be run past consumer groups
- 3) Target for such messages needs to be more focused in terms of at-risk groups, timing, information
- 4) Format food safety information to enhance distribution
- 5) Alternate distribution mechanism: e-mail
- 6) Consumers needed on food safety advisory panels.

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