

Conference Scheduled for Food Safety Next Year

Conference will further goals of Food Safety Working Group.

Farm Futures

Compiled by staff

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USDA's Food Safety and Inspection Service has announced it will co-host a food safety education conference March 23-26, 2010. Titled "Advancements in Food Safety Education: Trends, Tools and Technologies," this conference will provide an opportunity to share the most recent information and ideas for general and at-risk populations among a wide variety of those interested in food safety, especially public health professionals and health care providers, educators, industry professionals, communicators, trade and health associations and consumer groups.

Earlier this month, top Obama Administration officials, including Ag Secretary Tom Vilsack, announced key findings of the Food Safety Working Group. Created by President Obama in March to advise the Administration on how to upgrade the food safety system for the 21st century, the Working Group recommended a new, public health-focused approach to food safety based on three core principles: prioritizing prevention; strengthening surveillance and enforcement; and improving response and recovery. The 2010 conference will advance this goal.

USDA Deputy Under Secretary for Food Safety Jerold Mande says through food safety education and partnership development, consumers can be empowered with the knowledge to engage in safe food handling behaviors that reduce exposure to pathogens known to cause foodborne illness. The 2010 conference will explore the vast new array of latest communication trends, tools and technologies to best reach the consumer and affect consumer behavior and public awareness in an increasingly crowded information environment.