Food safety outreach for farmers market consumers—Utilization of both ‘old-fashioned’ and social media approaches

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• 2013-2017
• Understand perception of current food safety practices at farmers markets
• Identify best practices in food safety
• Develop web and smartphone accessible food safety materials
“Food safety involves everyone in the food chain”

- US Senator Mike Johanns
What we *thought* markets wanted...
What we **thought** markets wanted...

Quick Read Code + QR Code Scanner =

McGrath Family Farm
Certified Organic

`FOOD FACTS`

From the U.S. Food and Drug Administration

In-Season Markets Events QR Scan

Creates a “window” to the farm
What we *thought* markets wanted…

Quick Read Code + QR Code Scanner =

- Good Handling Practices
- Food safety specific to product
- Recipes for “exotic” produce

**Periodic Table of Farmers’ Market Products**
What markets *actually* wanted...

- **Consumers**
  - Vendor information was the most important aspect of a potential FM app
    - Only 38% indicated that food safety info on specific produce items would be helpful
  - List of products currently available at FMAs was also identified as being extremely important (86%)
- **Vendors**
  - Would you use an app to update market info in real time?
    - Loved it or hated it!
- **Managers**
  - Very intrigued by idea of an app
  - Promote the market and available products as well as keep a record
The App Reality

• Expensive
  – Native app vs. Adaptive mobile website

• iOS vs. Android

• Saturation of “local foods” apps
  – >250 in 2016
  – More localized = better/updated

• Questionable sustainability when funding is gone
The [A] Solution

• Farmers Market Food Safety Kit
  – Wholesome and Healthy and the Farmers Market

Wash Me
Always wash your produce just before consuming

Promotion Days
Educational Information
Cooking and Food Safety Demos Giveaways

From Consumers to Chefs
FOOD SAFETY EDUCATION MATTERS
Wholesome and Healthy at the Farmers Market

• Beta-testing
  – TX and AR

• “Wash Me” cards placed in vendor bags
  – Well-received

Wash Me
Always wash your produce just before consuming

Find more produce safety tips here:
http://tinyurl.com/y9rm63z

From Consumers to Chefs
FOOD SAFETY EDUCATION MATTERS

cfsec2019.fightbac.org #foodsafety2019
Wash Me + Viral Videos

- Could we create videos to share on social media with viral potential?
What’s next?

What are the best practices for washing fresh produce at home?
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