

Why TV Chefs Fall Short on Food Safety Messaging

Challenges and Opportunities for Food Safety and the Media

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Food Safety Behaviors Observed in Celebrity Chefs

- 0% shown washing hands before beginning
- 88% did not wash hands after handling uncooked meat (30% rinsed hands, 50% mentioned handwashing)
- 75% did not use a thermometer to determine doneness of meat
- 25% used same cutting board for raw meat & ready-to eat items
- 21% touched their hair
- 21% licked their fingers

TV Chefs as Role Models for Food Safety

CONSUMERS:

- expect chefs to follow food safety recommendations on TV
- regard chefs more highly when they display food safety behaviors
- are repelled by some mishandling behaviors, unaware of others
- believe that if a chef doesn't use a thermometer it must not be necessary
- wish for additional information when critical guidelines were omitted

CULINARY STUDENTS:

- believe TV chefs have a professional obligation to practice proper food handling

“It's all about **engagement**.
Our lifestyle networks are leaders because they are **engaging**.
...it's about **engaging** audiences
and striking a balance between the "steak" and the "sizzle.”

--Greg Moyer, former president of Scripps International

Challenges to Demonstrating Food Safety on TV/Video

- Keeping the flow of the show engaging
- Communicating real-life relatability & “sizzle”
- On-set logistics: time/equipment
- Knowledge gaps: chef and crew
- Inconsistencies: doneness vs. safety



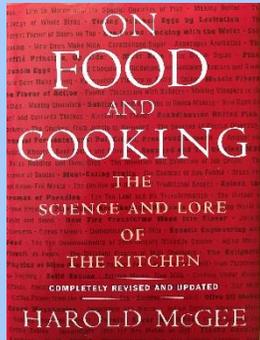
Doneness

reflects subjective qualities such as the appearance, texture, and optimum flavor of a food

Vs.

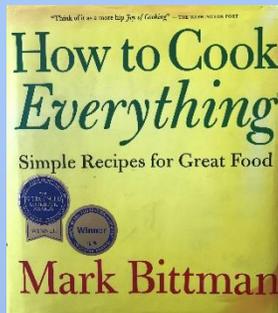
Safety

when foods are heated long enough at a high enough temperature to kill the harmful bacteria

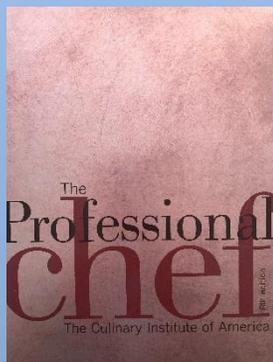


“The best instruments for monitoring doneness of meat remain the cook’s eye and finger...thermometers work well for roasts but not smaller cuts.”

“ Tender [poultry] breast meat gets dry and tough if heated much above 155 degrees F.”



“The recommended internal temperatures in this book for meats & poultry are based on producing the best tasting food and are in line with traditional levels of doneness. The USDA, however, generally recommends higher temperatures, which reduces the potential danger of contracting illness caused by bacteria.”



“Chef’s must rely not only upon a thermometer, but also their senses when cooking.” Consider the way food smells, the way it feels, the way it looks and its temperature. Factor in carryover cooking and remove from heat before reaching “final resting temperature.”

Opportunities for Impact

- ✓ If you see something say something
- ✓ Create awareness and engage in collaborative conversations with chefs, producers, food stylists, recipe developers, editors, authors, bloggers, vloggers
- ✓ Consider all content areas: YouTube, Tastemade, BuzzFeed, Blueprint, Facebook, Instagram Video
- ✓ Show up
IACP, James Beard Foundation, blogger conferences, TV show marketplaces, food festivals
- ✓ Address temperature inconsistencies and collaborate for solutions
- ✓ Focus on written recipes

Proposed PFSE New Recipe Standard

Temperature	<ul style="list-style-type: none">• Cook until internal temperature reaches XX (<u>fill in the blank and include chart with specific foods</u>) on food thermometer.
Hand Washing	<ul style="list-style-type: none">• Wash hands with soap and water.• (Include this at beginning of recipe and after each touch of raw meats, poultry, seafood or eggs)
Cross Contamination	<ul style="list-style-type: none">• Wash (insert cutting board, counter, utensil, serving plate) after touching raw meats, poultry, seafood or eggs)• Do not reuse marinades used on raw foods.• Do not rinse raw poultry or meat.
Produce	<ul style="list-style-type: none">• Gently rub produce under cold running water.• Scrub firm produce with a clean vegetable brush.

For information contact Shelley Feist, PFSE at
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Thank you!



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