

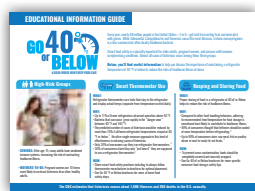
Go 40 or BELOW

A COLD FRIDGE HELPS KEEP FOOD SAFE

PREPARE TO SHARE HOME FOOD SAFETY TIPS WITH CUSTOMERS!

Maintaining home refrigerators at 40 °F or below is one of the most effective ways to reduce the risk of foodborne illness. Everything in this campaign is designed to help you share this important message with your customers and your community.

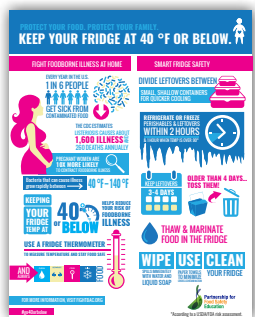
Items and Merchandising Ideas:



Science Behind the Messages—Arm yourself with facts about foodborne illness and how to help consumers prevent it at home. RDs and social/website teams can utilize the information in social media posts. Join the conversation at #go40orbelow.



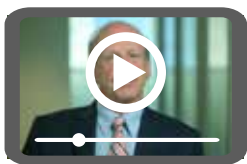
Brochures for Pregnant Women and Older Adults—Educate at-risk groups about foodborne illnesses and how to help prevent it at home. Share brochures online or print and place in-store near refrigeration and produce sections, as well as the in-store pharmacy. Brochures are available in English and Spanish.



Infographic—Creatively explains the importance of maintaining proper refrigerator temps at home. Print and display in-store near refrigerated foods and post on social media channels and store website. Encourage supermarket RDs to share on blogs and in eblasts.



Circular Content—Use ad graphics in printed/virtual circulars, on websites and in social media posts. Remind consumers to look for in-store materials. Include your URL to direct consumers to additional campaign information and to view advocate video.



:30 Advocate Video—Dr. Robert Gravani discusses the importance of keeping refrigerators at 40 °F or below. Share his message online and via in-store TVs to raise awareness.



Magnet—Use this artwork to produce and display in refrigeration and produce sections. Leave at checkout for consumers to take home, or include with weekly circulars.



Hashtag—Join the social media conversation with #go40orbelow. Please include in all posts. Feel free to re-post and follow the Partnership for Food Safety on these social channels:

- Facebook
- Twitter: @Fight_BAC
- Pinterest
- YouTube
- LinkedIn