

2025 Consumer Food Safety Education Conference

Program Book



CFSEC 2025

Consumer Food Safety Education Conference

Coming together at the fork



Partnership for
Food Safety
Education

cfsec.org | [#CFSEC2025](https://twitter.com/CFSEC2025)

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Thank you, BAC Fighter!

You're an important and valuable piece to the consumer food safety education puzzle. It's because of you that people are made aware of safe food handling steps. We're so glad you're here and choose to spend time with us!

This week, you'll have the chance to connect with experts, explore new research, and prepare for upcoming food safety trends. We hope you learn effective strategies for influencing safe food handling behaviors in your community or workplace.

The Partnership for Food Safety Education (PFSE) is committed to supporting you with free resources at fightbac.org and through webinars on food safety trends.

As a health, nutrition and food safety educator, you're busy and strapped for resources. We strive to make it easier to share food safety information by providing you with resources and tools that are science-based, trustworthy, and ready to use!

Thank you for your dedication to food safety education. We're excited to collaborate with you at this conference.

Enjoy, learn, and keep spreading the word on illness prevention!



Brittany Saunier
Executive Director,
Partnership for Food Safety
Education



Dr. Barb Masters
Chair, PFSE Board of Directors;
Vice President of Regulatory
Policy, Food & Agriculture,
Tyson Foods, Inc.



Ashley Eisenbeiser
Vice Chair, PFSE Board of
Directors; Vice President of
Food & Product Safety
Programs, FMI - The Food
Industry Association.

Welcome to the 2025 Consumer Food Safety Education Conference in Houston, Texas!

We appreciate your dedication of time and resources to attend this one-of-a-kind conference.

In addition to connecting with professionals in illness prevention, you'll hear from leading experts who will:

- Explore the challenges of communicating food safety information in today's world and share effective strategies to overcome them.
- Provide strategies for influencing food safety knowledge, attitudes and behaviors across a broad, diverse audience.
- Equip you with the tools and resources to navigate current and future food safety challenges, helping you adapt to an ever-evolving landscape.

We're grateful for your commitment to improving public health. We look forward to learning alongside you as we move forward together.

Enjoy the conference!



Charles Leftwich
Vice President, Food Safety and
Quality Assurance
Sysco Corporation



Tara Kelly, Ph.D., RDN
Instructor, Department of
Nutrition Sciences
The University of Alabama at Birmingham

The 2025 Consumer Food Safety Education Conference has been approved for continuing education units (CEUs) from several accreditation agencies.

After the conference, a survey will be sent to each attendee. Each attendee will have the chance to complete the survey and request CEU certificates. PFSE will issue certificates a few weeks after the conference to attendees that request them for specific agencies.

For more information, please email cfsec@fightbac.org.

American Association of Family and Consumer Sciences

Approved for 14 CFCS PDUs and 14 CNWE PDUs for the conference

National Commission for Health Education Credentialing

Approved for 14 Entry-level CECH for the conference

National Environmental Health Association (NEHA)

Approved for 15 conference hours

The Consumer Food Safety Education Conference is **ELIGIBLE** for CEUs. The Partnership will offer a certificate of completion for the following organizations:

- [Commission on Dietetic Registration/Academy of Nutrition and Dietetics](#)
- [National Board of Public Health Examiners](#)

The Foundation and the Beef Checkoff are partnering to ensure a safe and nutritious beef supply.

Key Projects Include:

- Research funding to minimize the presence of Shiga toxin-producing *Escherichia coli* in fresh beef, *Listeria monocytogenes* in ready-to-eat meat and poultry products and *Salmonella* in meat and poultry products
- Education programming for meat and poultry industry professionals
- Consumer food safety education to help ensure that food is safe when served

 **Meat** Foundation

 **BEEF**
Funded by the Beef Checkoff

The [2025 Consumer Food Safety Education Conference](#) will be held at Sysco Corporation in Houston, Texas, located right in the heart of the [Energy Corridor](#) district on the western side of Houston.

Sysco Corporation
1390 Enclave Parkway
Houston, Texas 77077



Map of conference space

Partnership for Food Safety Education



**Raffle Ticket
Fundraiser**



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\$10

for one ticket



\$20

for three tickets

Purchase tickets at the registration desk!

*Drawing will be held on Friday after lunch. Winner need not be present.

4 to 5 p.m.

Registration

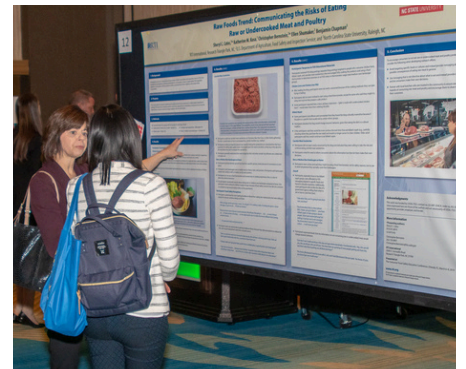
Foyer on the first floor



4 to 5 p.m.

Posters & Exhibitors Set Up

Cafeteria



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7 a.m. to 4 p.m.

Registration

Foyer on the first floor



7 to 8 a.m.

Continental Breakfast

Outside of Auditorium



7 to 10 a.m.

Posters & Exhibitors Set Up

Cafeteria



8 to 8:45 a.m. Skills Groups

Skills groups offer attendees a unique opportunity to sharpen existing skills and explore new techniques in a hands-on, collaborative learning environment. Each session will include a presentation from a facilitator designed to provide insights and practical knowledge on a key skill. Attendees are encouraged to bring their questions for a Q&A session.

Practical Evaluation Strategies

Room B2-1

How do you know your program was effective? Evaluation of your programs allows you to identify progress toward your objectives, determine opportunities for improvement, and develop ideas for new programs. Attendees will review the importance of evaluation in programming models and discuss practical applications based on the experiences of the group.



H. Lester Schonberger, Ph.D.

*PFSE Board Member; Associate Extension Specialist,
Virginia Tech/Virginia Cooperative Extension*

Health Literacy in Food Safety Education: The Recipe for Clear Communication

Room B2-2

This skills group session offers attendees a unique opportunity to learn from health literacy experts and sharpen their plain language skills to enhance consumer food safety in a hands-on, collaborative learning environment. The final portion of the session will allow for small group discussions and networking, creating a space for resource sharing and skill refinement.



Katie Leath, MPH, MA

Director, Center for Health Literacy



Misty Paschall, MPH, MAEd, CHES®

*Research and Evaluation Associate,
Center for Health Literacy*

Improving Confidence: Tailoring Nutrition & Food Safety Education to Promote Behavior Change

Room B2-3

No matter how valuable our nutrition or food safety education may be, consumers could struggle to perform learned behaviors if the resources in the learning environment do not align with those in their home environment. Attendees of this skills group session will learn to take environmental influences into consideration when designing education events, using a virtual, hands-on nutrition education workshop as an example.



Tara Kelly, Ph.D., RDN

*Instructor, Department of Nutrition Sciences, The University
of Alabama at Birmingham; Conference Co-Chair*

9 to 10:15 a.m.

Auditorium

Welcome Remarks

Dr. Barb Masters, Chair, PFSE Board of Directors; Vice President of Regulatory Policy, Food & Agriculture, Tyson Foods, Inc.

Ashley Eisenbeiser, Vice Chair, PFSE Board of Directors; Vice President of Food & Product Safety Programs, FMI – The Food Industry Association

Opening Keynote

Consumer Currents: Trends that Shape Tomorrow

Join a panel of experts as they discuss consumer trends and perceptions of food and food safety, and share insights from the Association of Food and Drug Officials' national poll findings, the International Food Information Council's 2024 Health and Wellness Survey, and data from the National Pork Board's choice-maker personas. The session will conclude with a Q&A with the panelists. This session will be moderated by **Brian Ronholm**, PFSE board member and director of food policy with Consumer Reports.



Tony Flood

*Director of Food Safety Communications,
International Food Information Council*



Steven Mandernach

*PFSE Board Member; Executive Director,
Association of Food and Drug Officials*



Kevin Sheehan

*Senior Director of Processor Engagement,
National Pork Board*

10:15 to 10:30 a.m.

Cafeteria

Coffee Break & Posters/Exhibitors

Join your fellow conference attendees for networking and learning during the coffee break.

10:30 to 11:30 a.m. Concurrent Track Sessions

Research

Room B2-1

Words That Work: Insights into Consumer Understanding of Food Safety Terms

10:30 to 10:50 a.m.

Learn key findings from a survey conducted to explore public understanding of common food safety terms, including perishable, leftovers, and ready-to-eat. This session shares insights on consumer perceptions and lessons learned from a collaborative communications working group.

Speaker: Katie Weston

Combatting Concern and Confusion: Understanding and Deciphering Recall Information

10:50 to 11:10 a.m.

A food recall can cause confusion and concern among consumers, especially when they aren't familiar with how to decipher a recall press release. In this session, USDA's Food and Inspection Service will help you understand recalls, and show you how to communicate about recalls in plain language.

Speaker: Meredith Carothers

Food Safety Advice from Chatbots: How Accurate and Reliable Is It?

11:10 to 11:30 a.m.

Based on 20 food safety questions from consumers extracted from the Risky or Not podcast, hosted by the food safety experts Dr. Ben Chapman and Dr. Don Schaffner, the validity and reliability of four popular chatbots were tested.

Speakers: Lorena Correia, Yaohua Feng

10:30 to 11:30 a.m. Concurrent Track Sessions

Food Safety Programs or Campaigns in Action

Room B2-2

Safer Together: New Strategies for Reaching Wide Audiences

10:30 to 10:50 a.m.

New strategies in communications materials are key to reaching wide audiences. In this session, learn how USDA's Food Safety and Inspection Service (FSIS) cultivated food safety messaging in creative ways with the help of accessible materials and key partners.

Speaker: Aaron Lavalley

Get the Dish! Extending Extension's Educational Reach

10:50 to 11:10 a.m.

Get the Dish! increases Extension's ability to reach and educate new and returning clientele with home food preparation topics encompassing health, nutrition, and food safety using valid, research-based content.

Speakers: Surine Greenway, Amy Robertson

NCFSEN Multistate Food Safety Network in Action for 9 Years

11:10 to 11:30 a.m.

Learn the process of creating a multi-state food safety network. An overview of the steps, including getting started, organizing and communicating, will be provided. Along with impacts, the presentation will showcase the "why" and "how" of forming a regional group, which includes growing membership, establishing ongoing leadership, and sustaining participation.

Speakers: Julie Garden-Robinson, Cindy Brison, Karen Blakeslee

10:30 to 11:30 a.m. Concurrent Track Sessions

Interactive Presentations, Demos & Experiences

Room B2-3

Reshaping Food Safety Education: Engaging GMP Training Tools for Small Operations

10:30 to 10:50 a.m.

This session demos iTIPS Food Safety, an online educational experience tailored for small processors training on Good Manufacturing Practices (GMP). Presenters will discuss the research-based development and evaluation of iTIPS and guide participants in actively engaging with the tool. Participants will gain understanding of its content and innovative delivery method.

Speaker: Matheus Cezarotto

Manipulating FATTOM: Strategy Framework Impacting Food Safety, Security, Waste Prevention

10:50 to 11:10 a.m.

Interactive demonstrations of safe food handling, preservation and waste prevention strategies and concepts utilizing FATTOM as a framework for delivery that will help increase confidence and likelihood of implementation with their respective stakeholder base. Participants will receive a variety of resources that can be modified based on audience and resources.

Speaker: Chase McIntosh Baillie

It's Not That Serious – Or Is It? Analyzing Consumer Risk Perceptions

11:10 to 11:30 a.m.

How consumers perceive risk directly impacts the communications materials presented to them. USDA's Food Safety and Inspection Service will present research on consumers' perceived severity, likelihood, and level of concern related to contracting foodborne illness, as well as preferences for receiving information, potential recall fatigue and more.

Speaker: Aaron Lavallee

11:30 a.m. to 12:30 p.m. Concurrent Track Sessions

Food Safety Programs or Campaigns in Action – I

Room B2-1

Making Sense of Cottage Food Legislation

11:30 to 11:50 a.m.

Cottage food laws may be confusing for the producer, especially when they change frequently. Extension can play a role by collaborating with the state Department of Ag and the producer to make the transition to the new law easier to understand.

Speaker: Cindy Brison

From Texas Kitchens to Market: Navigating Texas Regulations for Homemade Products

11:50 a.m. to 12:10 p.m.

Cottage food production operations (CFPO) laws passed by states differ significantly with respect to allowable foods, revenue, permits, and safe food handling requirements. This session will guide attendees through the complexities of cottage food safety guidelines and present valuable insights from pre- and post-survey data collected.

Speakers: Julie Ommert, Rebecca Dittmar

Freeze Drying 101: Preparing Food Safety Professionals to Educate Clientele

12:10 to 12:30 p.m.

Explore the increasing popularity of home freeze drying. This session will equip educators to expertly guide clientele through the freeze drying process, enhancing food preservation skills for optimal results.

Speakers: Amy Robertson, Margine Bawden, Cindy Pearson

11:30 a.m. to 12:30 p.m. Concurrent Track Sessions

Food Safety Programs or Campaigns in Action – II

Room B2-2

Successful Volunteer Food Preservation Training on a Shoestring Budget

11:30 to 11:50 a.m.

The University of California Master Food Preserver Program created a hybrid online/in-person new volunteer training program delivered statewide that can be replicated at little to no cost. This session demonstrates the tools used to organize and deliver the training, discusses the challenges and successes, and possibilities for collaboration.

Speaker: Susan Mosbacher

Summer School for Consumer Food Safety Education: Evaluation of a Train-the-Trainer Food Safety Educational Program

11:50 a.m. to 12:10 p.m.

The Summer School for Consumer Food Safety Education is an annual program designed for educators and extension volunteers by offering expert-led virtual sessions on key food safety topics. The program addresses current consumer food safety practices and provides participants with research information and tools that can equip them to better educate these consumers.

Speakers: Suyapa F. Rojas-Oropel, Elma Kontor-Manu

Development of a Live Online Food Safety Manager Prep Course

12:10 to 12:30 p.m.

Attendees will learn about the development process of a new curriculum: “Food Safety Manager Prep Course.” This presentation will include a demonstration of the software used to deliver the program, a sample of the educational materials provided to participants, and a snapshot of how the class is presented.

Speakers: Nicole McGeehan, Andy Hirneisen

11:30 a.m. to 12:30 p.m. Concurrent Track Sessions

Interactive Presentations, Demos & Experiences

Room B2-3

Food Safety Style Guide & Checklist for Acidic Home Canned Recipes

11:30 to 11:50 a.m.

Learn how to use the “Content Creator’s Food Safety Style Guide for Acidic Home Canned Recipes” to revise current recipes to provide best practice guidelines to promote consistency and improved readability amongst recipes created for home canners.

Speaker: Kathy Savoie

What Does “Inclusive Design” Mean to Food Safety Education?

11:50 a.m. to 12:10 p.m.

Inclusive design includes considerations around accessibility by users with diverse audio, visual, motor and cognitive needs, as well as representation in character and graphic design, media choice and cultural background. Join this interactive workshop by using a framework to design learning experiences which are more inclusive and representative.

Speakers: Barbara Chamberlin, Matheus Cezarotto, Pamela Martinez

Social Media Influencing: Maximizing Reach on a Limited Budget

12:10 to 12:30 p.m.

Social media continues to dominate the minds of consumers – trends, educational content, niche topics and more. Food safety education has a place, so let’s get content out there! Come learn how to produce and publish successful social media content in a world where budgets and resources are limited.

Speaker: Meredith Carothers

12:30 to 1:30 p.m. Lunch & Exhibitors

Cafeteria

1:45 to 2:45 p.m. Concurrent Track Sessions

Research

Room B2-1

A Clearer Picture: Insights from 2024 Needs Assessment of Food Safety Educators

1:45 to 2:05 p.m.

Explore key findings from the Partnership for Food Safety Education's 2024 survey of over 500 health and food safety educators. This session highlights educator demographics, preferred tools, underserved audiences, and top challenges in consumer food safety education. Gain actionable insights for shaping the future of consumer food safety education.

Speaker: Katie Weston

Evaluating the Impact of Documentary *Poisoned* as an Educational Tool

2:05 to 2:25 p.m.

Documentaries constitute an accessible and affordable tool for communicating food safety information. This study uses *Poisoned* as a case study to examine its impact on young adults' food safety awareness, their trust in food supply chain stakeholders, and any potential change in their behavior after watching the documentary.

Speakers: Fanny Gozzi, Yaohua Feng

Learning to Love Labels (and the Food Safety Instructions on Them)!

2:25 to 2:45 p.m.

Developing a label that consumers find interesting enough to follow food safety instructions has proven to be challenging. Come learn about USDA Food Safety and Inspection Service's new research about adding food safety instructions to an updated label, and what consumers thought about it.

Speaker: Aaron Lavallee

1:45 to 2:45 p.m. Concurrent Track Sessions

Food Safety Programs or Campaigns in Action

Room B2-2

Enhancing Food Safety for Families: Implementing Safe Plates PIEC Program

1:45 to 2:05 p.m.

The Safe Plates Pregnancy, Infancy and Early Childhood (PIEC) program at NC State University was designed to address the unique food safety needs of pregnant individuals, infants and young children. Attendees will learn about the evidence-based approaches used to promote behavior change and improve food safety practices.

Speaker: Candice Christian

The Food Safety Survey for Older Adults: A Research Tool to Better Understand the Needs of Your Community

2:05 to 2:25 p.m.

This session will make participants aware of the availability of a validated, peer-reviewed Food Safety Survey for Older Adults and how to use the survey for their own research.

Speaker: Jennifer Quinlan

Cooking Capable: Accessible, Adaptable and Inclusive Food Education Programs

2:25 to 2:45 p.m.

Using Cooking Capable as a case study, participants will be able to Identify benefits, challenges, solutions and strategies for planning, promoting, implementing and evaluating programs that are accessible and inclusive for people with disabilities and different functional needs.

Speaker: Chase McIntosh Baillie

1:45 to 2:45 p.m. Concurrent Track Sessions

Interactive Presentations, Demos & Experiences

Room B2-3

Food Safety & Improved Nutrition: Capture the Flavor – Healthy Cooking with Culinary Herbs and Spices

1:45 to 2:05 p.m.

The session addresses the topic of food safety and the relevance of culinary herbs and spices in cooking. This session demonstrates how culinary herbs and spices can be effective tools in promoting food safety and improving the nutritional profile of our meals. It will also promote practical strategies and knowledge on how to teach communities about integrating these practices into their daily lives, emphasizing safe food handling, hand hygiene, improved health, and nutrition.

Speakers: Jennifer Dixon Cravens, Shauna Henley

Little Chefs: Teaching Safe Food Handling to Young Children

2:05 to 2:25 p.m.

This session will describe a hands-on activity that was developed and conducted with children under 10 yrs of age for the 4-H Clover Kids Extension program. Children used GloGerm™ lotion to learn about the importance of proper handwashing and how germs spread through contaminated hands. Participants will learn how simple food preparation hands-on activities can be used to teach young children about the importance of handwashing and safe food handling.

Speaker: Anirudh Naig

Tackling the Unknowns: A Discussion on the Growing Demand for Food Safety Education

2:25 to 2:45 p.m.

Join us for a guided discussion exploring the current gaps and evolving needs in food safety education. Together, we'll identify key challenges, share insights, and collaborate on effective strategies to enhance food safety education across industries.

Speaker: Brittany Saunier

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Provision

The image shows a smartphone displaying the Provision app interface. The screen shows a 'Receiving Log' form for 'Form #15094'. The form has tabs for 'Form', 'Attachments', and 'Comments'. A table entry shows 'Receiving' with a dropdown arrow. Below the table, there are fields for 'Product' (Tomato) and 'Variety' (Beefsteak). A 'Barcode' field contains the number '4891668328881' with a green checkmark. A 'Submit' button is at the bottom. A physical barcode sticker is also shown next to the phone.

3 to 4 p.m.

Auditorium

Plenary Session

The Heart of Food and Service: Sysco's Food Safety Efforts

This session provides a behind-the-scenes look at on how Sysco provides safe food for millions globally. Join us for this farm-to-fork presentation to learn more about the service industry's role in the chain of prevention. The session will begin with an introduction by **Dr. Tara Kelly**, conference co-chair and instructor of nutrition sciences at The University of Alabama at Birmingham.



Charles Leftwich

*Vice President of Food Safety and Quality Assurance,
Sysco Corporation; Conference Co-Chair*

4 to 6 p.m.

Cafeteria

Reception & Posters/Exhibitors

Join your fellow conference attendees for networking and learning during the reception. Hors d'oeuvres will be available. Two drink tickets will be provided for each attendee during registration.

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Impossible ground sausages recalled because of pieces of metal in the product

By News Desk on December 19, 2024

Impossible Foods Inc. of Redwood City, CA, is recalling Impossible Spicy Ground Sausage Meal and Impossible Spicy Ground Sausage Meat because the products may contain pieces of metal.

According to the details published online by the U.S. Food and Drug Administration (FDA), the recall...





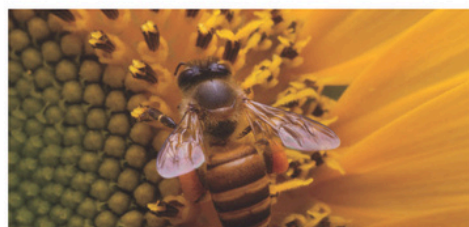
Sourcing with Purpose

We will supply products responsibly by improving animal welfare in the foodservice industry; minimizing negative environmental, social or ethical impacts when sourcing products; and ensuring that human rights are respected in our operations, as well as the global supply chain.



Visit syscofoodie.com/sustainable-agriculture to learn more about Sysco's commitment to sustainable agriculture.

Delivering a Better Tomorrow®



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Sysco[®]
At the heart of
food and service

Posters will be on display in the Cafeteria. Presenters will be available to answer questions during the following times:

- **Thursday, March 13** from **10:15 to 10:30 a.m.**
- **Thursday, March 13** from **4 to 6 p.m.**
- **Friday, March 14** from **10:15 to 10:30 a.m.**

Interpretations of Ready-to-Eat Foods: Qualitative Comparison, Consumers Versus Produce Growers

Consumers' handling practices of ready-to-eat (RTE) foods may be influenced by how they perceive them. To explore and document their perspectives, interviews and focus groups were used to collect information from consumers and produce growers respectively on their interpretations of RTE foods.

Presenters: *Elma Kontor-Manu, Suyapa Fabiola Rojas-Oropel, Yaohua Feng*

Leftover Food Handling Practices Among Minority Populations

This study examines leftover food handling practices among PVAMU students. Most students bring home and store leftovers, but some have unsafe habits like leaving food out at room temperature. Understanding these practices can help improve food safety education and reduce the risk of foodborne illnesses in underserved communities.

Presenter: *Mahta Moussavi*

Minimizing the Impact of Home Food Waste

A materials management environmental analyst and extension educators will present on the environmental, social, and economic impacts of food waste and provide education on how to reduce home food waste. Information and tools will be distributed on how consumers can safely manage food waste in the most sustainable ways possible.

Presenters: *Bridget Morrisroe*

Communicating Food Safety to Consumers on Social Media: Instagram Lessons

Social media is a powerful and cost-effective tool for disseminating food safety information to broad audiences. This study uses Instagram as a case study to explore how different post types and formats can engage consumers with food safety content.

Presenters: *Han Chen, Anastasia Elizabeth Crane*

Teens Serving Food Safely Program Makes a Difference

"Teens Serving Food Safely" is a statewide classroom education effort of high school teachers and Extension. Knowledge scores have significantly increased and behavior has improved among 11,972 participants. Teens are washing their hands more often (83%), sharing their knowledge (50%), and handling food more safely for the public (41%).

Presenter: *Julie Garden-Robinson*

8 to 9:30 a.m.

Registration

Foyer on the first floor

8 to 9 a.m.

Continental Breakfast

Outside of Auditorium

9 to 10:15 a.m.

Plenary Session

Opportunities for Food Safety Education in 2025

Auditorium

This panel will share their unique insights on current food safety trends and opportunities in 2025 for advancing food safety goals nationally. This session will be moderated by **Jane DeMarchi**, PFSE board member and president of the North American Millers' Association.



Steven Mandernach

*PFSE Board Member; Executive Director,
Association of Food and Drug Officials*



Brian Ronholm

*PFSE Board Member; Director of Food Policy,
Consumer Reports*



H. Lester Schonberger, Ph.D.

*PFSE Board Member; Associate Extension Specialist,
Virginia Tech/Virginia Cooperative Extension*

10:15 to 10:30 a.m.

Coffee Break & Posters/Exhibitors

Cafeteria

Join your fellow conference attendees for networking and learning during the coffee break.

10:30 to 11:30 a.m. Concurrent Track Sessions

Research & Food Safety Programs or Campaigns in Action

Room B2-1

Moving Closer to Zero Exposure to Arsenic, Lead, Cadmium and Mercury in Foods *(pre-recorded video presentation)*

10:30 to 10:50 a.m.

Learn about the methodology and findings from formative research conducted to inform FDA's upcoming "Closer to Zero" Education and Outreach Initiative, which aims to reduce exposure to arsenic, lead, cadmium, and mercury to as low as possible in foods commonly eaten by babies and young children.

Speaker: Ewa Carlton

Consumer Food Handling Behavior: Data from the 2019 FDA Food Safety and Nutrition Survey

(pre-recorded video presentation)

10:50 to 11:10 a.m.

For this presentation, the speaker will report on consumer food-handling behaviors (based on national goals from Healthy People 2023), using self-reported data from a nationally representative survey. The speaker will also discuss significant factors that affect these food-handling behaviors. These findings have important implications for food safety education.

Speaker: Fanfan Wu

The Food Safety Menu *(pre-recorded video presentation)*

11:10 to 11:30 a.m.

Serving news to promote food safety education. The menu includes food safety topics that impact the food industry, but in a way that's easy to understand and share.

Speaker: Jamiea Ratcliff

10:30 to 11:30 a.m. Concurrent Track Sessions

Food Safety Programs or Campaigns in Action

Room B2-2

Don't Cross Me! Engaging 7th Graders in Food Safety

10:30 to 10:50 a.m.

Food Safety plays a role in our food supply from farm-to-fork. Maryland Extension hosts a two-day Agriculture Awareness event, where all 7th graders in the public school system visit to learn about agriculture. Here, Extension Agents can excite the next generation of the importance of food safety.

Speakers: Shauna Henley

Adjusting Risk Communications to Meet Consumer's Preferences

10:50 to 11:10 a.m.

Communicating about risk while incorporating the preferences of consumers is a delicate balance. Reducing risky food handling behaviors is key for consumers to avoid foodborne illness, but how do we maintain audience attention and trust while doing it? Join USDA's Food Safety Inspection Service on a journey through shifts in communication messages as a result of broad social listening.

Speakers: Meredith Carothers

Developing a Food Safety Training for Campus Food Shelves

11:10 to 11:30 a.m.

This session will provide an overview of the approach used to develop a food safety training program specifically for campus food shelves, demonstration of the final product, and review of current behavior change outcomes and evaluation results.

Speaker: Amy Johnston

10:30 to 11:30 a.m. Concurrent Track Sessions

Room B2-3

Interactive Presentations, Demos & Experiences

Game-Based Learning in Food Safety: New Research-Based Games for Variety of Audiences (40-minute session)

10:30 to 11:10 a.m.

Games provide affordances for learners, which help them explore content and practice food safety. This session shares two new games in food safety, and shares the process behind the design of the learning experiences, one focusing on farmers' market vendors and another for youth who are learning how to cook. Both game experiences use interactivity to teach best practices in food safety, considering the audience's learning needs. Presenters will guide participants in the instructional design process and research used for the games development.

Speakers: Matheus Cezarotto, Barbara Chamberlin, Kristen Gibson

Handling with Care: A Discussion on Produce Food Safety Training Needs

11:10 a.m. to 11:30 a.m.

Get ready for an exciting session where we dive into the opportunities and challenges of delivering top-notch produce food safety training! This is your chance to share your unique needs, brainstorm fresh ideas, and collaborate on ways to supercharge our training efforts together.

Speakers: Angela Fraser, Alison P. Saltzmann



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11:30 a.m. to 12:30 p.m. Concurrent Track Sessions

Food Safety Programs or Campaigns in Action – I

Room B2-2

Four Decades of Pork Quality Assurance® Plus

11:30 to 11:50 a.m.

Four decades of Pork Quality Assurance® Plus showcases a commitment to food safety, public health, and sustainability. With over 71,000 certified members, it integrates ethical principles and evidence-based practices, supporting responsible pork production and providing valuable resources for educators to advance food safety and hygiene standards.

Speaker: Heather Fowler

In Charge: Creating Curricula for Food Service

11:50 a.m. to 12:10 p.m.

Discover how Ohio State University Extension educators responded to a programmatic gap when the Ohio Department of Health changed requirements for Person-in-Charge food service training requirements. This program will empower educators with best practices to create effective campaigns and curricula for food service and public health in their communities.

Speakers: Emily Marrison, Kate Shumaker, Christine Kendle

Using the Show, Do, Apply Model in Hybrid Sanitation Programming

12:10 to 12:30 p.m.

We used the show, do, and apply model to provide the audience with a framework of in-person sanitation training methods. Results imply that hands-on sanitation training programs developed in the show, do, and apply model can be a tool for small practitioners to develop preparedness in sanitation skills.

Speaker: Christina Allingham

11:30 a.m. to 12:30 p.m. Concurrent Track Sessions

Food Safety Programs or Campaigns in Action – II

Room B2-3

Preliminary Results to Validate a Seafood Recipe for Home Canning

11:30 a.m. to 11:50 a.m.

As food safety educators we teach the public about the importance of relying on research-based recipes for home food preservation. This session will provide a background on the research conducted to validate a novel seafood stock recipe for home canners.

Speakers: Shauna Henley, Carla Luisa Schwan

Designing a Virtual Food Safety Series

11:50 a.m. to 12:10 p.m.

A multidisciplinary team of educators collaborates to offer free virtual workshops for home food consumers. Using diverse strategies and technology platforms, they plan, market, and execute workshops. This presentation will detail the journey and successful lessons learned.

Speakers: Surine Greenway, Amy Robertson

Finding Play with Youth and Adults: An Unintended Audiences for a Farmworker Training Campaign

12:10 to 12:30 p.m.

Small and very small farms covered under the FSMA Produce Safety Rule must include worker training around health and hygiene and any specific duties unique to the job. A farm-focused campaign on worker training called the Produce TRAINER found an unintentional audience for outreach and education among middle schooler and school-garden teachers.

Speakers: Shauna Henley, Pamela Martinez

12:30 to 1:15 p.m.

Lunch & Exhibitors

Cafeteria

1:15 to 2:30 p.m.

Closing Session

From the Source: Journey of a Foodborne Illness Survivor

Auditorium

Dona Pope, a passionate advocate for food safety, shares her personal journey as a survivor of foodborne illness during this compelling session. Her story highlights the importance of food safety education and the critical role it plays in protecting public health. The session will begin with an introduction by **Britanny Saunier**, executive director with the Partnership for Food Safety Education.



Dona Pope

Foodborne Illness Survivor

Constituent Advocate of STOP Foodborne Illness



Tony Flood

*Director of Food Safety Communications,
International Food Information Council*

**Consumer Currents: Trends that
Shape Tomorrow**

**Thursday, 9 to 10:15 a.m.
Auditorium**

As director of food safety communications at the International Food Information Council (IFIC), Tony has worked for over 13 years developing a number of food safety education and outreach programs. Additionally, he directs the development and continuation of risk/crisis communication programs among academic, government and industry stakeholders on emerging food safety and defense topics.

Tony is an active member of the International Association for Food Protection (IAFP), the Institute of Food Technologists (IFT), the Conference for Food Protection (CFP) and the National Center for Food Defense (NCFPD) risk communication core team.

Tony is a graduate of James Madison University, Harrisonburg, VA, where he received a B.S. degree in Communications.



Steven Mandernach

*Executive Director, Association of Food
and Drug Officials*

**Consumer Currents: Trends that
Shape Tomorrow**

**Thursday, 9 to 10:15 a.m.
Auditorium**

**Opportunities for Food Safety
Education in 2025**

**Friday, 9 to 10:15 a.m.
Auditorium**

Steven Mandernach (MAWN-dur-knock) is the executive director of the Association of Food and Drug Officials. Prior to becoming executive director in 2018, he was the bureau chief for Food and Consumer Safety at the Iowa Department of Inspections and Appeals, where he was responsible for the regulation of Iowa's 24,000 food manufacturers, retail food operations, and lodging establishments. Steven spent over 15 years in state government, including managing Iowa's \$35 million implementation of the Help America Vote Act. He also served as acting associate general counsel for the Governor of Iowa.

He serves on the Board of the Directors for the non-profit the Partnership for Food Safety Education.

Steven graduated with a J.D. from Drake University Law School and a bachelor's degree from Buena Vista University. He has completed graduate work in Food Safety at Michigan State University. Steven was an adjunct instructor of business law and political science for 10 years at Des Moines Area Community College.



Kevin Sheehan

*Senior Director of Processor Engagement,
National Pork Board*

**Consumer Currents: Trends that
Shape Tomorrow**

**Thursday, 9 to 10:15 a.m.
Auditorium**

Kevin is the director of processor engagement for the National Pork Board. He is responsible for providing vision and strategic direction to the National Pork Board staff regarding engagement with packers and processors.

Prior to working for the National Pork Board, Kevin spent 26 years at Cargill in the meat and poultry division as vice president of swine livestock procurement and vice president of retail business management.

Kevin holds a degree in marketing from Kansas State University. He and his wife, Phyllis, have three children and live in Wichita, Kansas.



Charles Leftwich

Vice President, of Food Safety and Quality Assurance, Sysco Corporation; Conference Co-Chair

**The Heart of Food and Service: Sysco's
Food Safety Efforts**

**Thursday, 3 to 4 p.m.
Auditorium**

As the Vice President of Food Safety and Quality Assurance for Sysco Corporation, Charles serves the world's largest foodservice distributor. In this role he supports Sysco's Purpose of "Connecting the World to Share Food and Care for One Another" by establishing food safety, product quality, sustainability, and regulatory compliance strategies across the Sysco enterprise. To implement these strategies, Charles leads a team of talented food safety professionals across Sysco's broadline distribution services, specialty manufacturing locations, and Sysco's industry leading private label brand program which is renowned for its commitment to the highest product quality and food safety standards.

Charles is a highly-experienced professional in the food safety, quality assurance and regulatory field with expertise in the harvest, manufacturing, distribution, and foodservice industries. He has served on various industry associations' boards of directors, committees and working groups. Charles has held positions of increasing responsibility throughout his career. Prior to Sysco, he led teams in Food Safety and Quality Assurance, Operations and Environmental Health and Safety at Cargill Meat Solutions and Kane Beef.

He graduated from Texas A&M University with a Bachelor of Science in Animal Science as well as a Master of Business Administration from West Texas A&M University.



Brian Ronholm

Director of Food Policy, Consumer Reports

Opportunities for Food Safety Education in 2025

**Friday, 9 to 10:15 a.m.
Auditorium**

Brian Ronholm is the director of food policy for Consumer Reports. He leads CR's advocacy efforts to advance a safe and healthy food system. Brian brings deep legislative and regulatory experience in food policy to CR. He also writes and speaks extensively on food policy issues, with a particular emphasis on emerging technologies, food safety modernization, and pending regulatory policies facing the food industry.

Prior to joining CR, Brian most recently served as senior director of regulatory affairs at Wilson Sonsini Goodrich and Rosati, and he served in the same senior position at Arent Fox LLP.

For five years Brian served as deputy under secretary of food safety at the U.S. Department of Agriculture (USDA). Brian provided leadership, management and oversight of USDA's Food Safety and Inspection Service (FSIS), the public health agency with more than 9,000 employees responsible for ensuring the safety of meat, poultry, catfish, and processed egg products.

He serves on the Board of the Directors for the non-profit the Partnership for Food Safety Education.

Brian graduated from California State University – East Bay with a Bachelor of Science in Finance as well as a Master of Art in Public Policy from The George Washington University.



H. Lester Schonberger, Ph.D.

Associate Extension Specialist, Virginia Tech/Virginia Cooperative Extension

Opportunities for Food Safety Education in 2025

**Friday, 9 to 10:15 a.m.
Auditorium**

H. Lester Schonberger is an Associate Extension Specialist in the Department of Food Science and Technology at Virginia Tech, with a focus on food safety and food security.

His integrated research and extension work centers on food security as it relates to all people being able to access safe, quality, culturally appropriate food.

Lester has received several awards, including the Dr. Randolph Grayson Outstanding Diversity Scholar Award in 2020.

He is an active member of various professional organizations such as the Institute of Food Technologists and the International Association for Food Protection.

He serves on the Board of the Directors for the non-profit the Partnership for Food Safety Education.

Lester earned his Ph.D. in Food Science and Technology from Virginia Tech as well as a Bachelor of Science in Food Science and Technology from Virginia Tech.



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The Partnership for Food Safety Education (PFSE) is pleased to announce the selected [Student Scholars](#) for the 2025 Consumer Food Safety Education Conference.

Maria Amalia Beary

Cornell University
Food Science and Technology
Ph.D. in Food Science and Technology
Anticipated Graduation Date: August 2025

Danah Davis

Queens College
Family, Nutrition and Exercise Sciences
B.A. in Food Management Studies
Anticipated Graduation Date: May 2025

Doreen Edebe

Texas Tech University
Animal and Food Science
Ph.D. in Food Science
Anticipated Graduation Date: May 2027

Linda Fokam

University of Maryland-College Park
School of Public Health
B.S. in Public Health Science
Anticipated Graduation Date: May 2025

Ivannova Lituma

Louisiana State University
School of Nutrition and Food Sciences
Ph.D. in Nutrition and Food Science
Anticipated Graduation Date: May 2026

Hitarthi More

University of Massachusetts Amherst
Food Science
M.S. in Food Science
Anticipated Graduation Date: June 2026

Sherif Olosoji

Utah State University
Nutrition, Dietetics and Food Science
M.S. in Human Nutrition
Anticipated Graduation Date: May 2026

Kassim Sulleyman

University of Nebraska-Lincoln
Animal Science
M.S. in Meat Science and Muscle Biology
Anticipated Graduation Date: August 2025



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The conference is hosted by the non-profit **Partnership for Food Safety Education**. For more information about the Partnership and free consumer education downloads, please visit fightbac.org.



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