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consumer radio briefs

November 4, 1977

Food Safety

(1:12)

Careful food handling can prevent many of the two to ten million cases of foodborne illnesses that occur annually in the United States. Young people in the 4-H food conservation and safety program offer basic precautions when preparing, packaging and storing foods.

Start with clean food, utensils and hands and a safety water supply. Don't handle foods if hands have open cuts or boils. Keep work, eating and storage areas clean. Protect food from flies and other pests. After preparing foods, keep them hot or cold. This is especially important during summer months, or if foods will be transported to a picnic or camping site.

4-H members learn-by-doing that handling foods properly ensures nutritional value and wholesomeness. They become aware of the wide variety of foods than can be prepared for cookouts, camping trips and other leisure activities. And they study and apply scientific principles whether handling foods outdoors or at home.

4-H food conservation and safety is sponsored by Reynold Metals Company, which offers incentives to program members at the national, state and county levels. 4-H members interested in this area should contact their local leader or County Extension Office.

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Ads Aimed at Children

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At some hours of the day, television ads seem aimed directly at children with their promotion of trinkets, box top prizes and packaging with games or puzzles. The Federal Trade Commission found insufficient evidence that the ads are unfair or deceptive.

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