

What to remember

The specifics

<i>Customer actions for on the farm</i>	<p>Don't pick berries while ill</p> <p>Do wash your hands</p> <p>Don't bring animals in to the field</p> <p>Do let me know if you see animal poop/waste/problems</p>
<i>Customer messages for on the farm</i>	<p>Foodborne illness is a big problem that can come with serious consequences (hospitalizations and fatalities sometimes). Because we are concerned for the health and safety of our customers, please do not enter our fields if you are feeling nauseous due to gastrointestinal disease.</p>
<i>Customer actions for off the farm</i>	<p>Washing</p> <p>Store/transport without contamination</p> <p>Clean sanitize utensils prior to use with strawberries</p> <p>Don't handle berries if ill</p>
<i>Customer messages for off the farm</i>	<p>1-in-6 Americans will become ill with foodborne illness each year. We're concerned for your health and would like to remind you about how to safely handle our products. It is important to clean and sanitize knives and cutting boards prior to using them to prepare strawberries.</p>
<i>Washing isn't sanitizing (or magical)</i>	<p>Washing can reduce pathogens 1-2logs (100 or 10 to 1) at the best of times. Contamination is often in the 1000s or greater and it only takes ~20 cells of some pathogens (on average) for an illness)</p>
<i>Provide the tools</i>	<p>Handwashing facilities and alcohol based hand sanitizer (both, not either) are the best tools to provide to U-Pick customers. This protects your business. If you provide samples, have a way to clean (soap and water) and sanitize (chlorine or quat) the utensils.</p>
<i>Tell them about your food safety practices</i>	<p>Proactively talk about GAPs, why you do them, exactly what you do and why you think it is important. Be open and transparent with your customers (commercial and consumers) about risks and what you do daily to manage them</p>
<i>Have a crisis management plan</i>	<p>Use the template provided as a way to prepare, manage and recover from a crisis</p>

