



FOR IMMEDIATE RELEASE
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AFFI Partners with USDA, FDA, Appliance Manufacturers to Launch “Cook it Safe” Campaign

McLean, VA – The [American Frozen Food Institute](#) (AFFI) has partnered with the U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS), the U.S. Food and Drug Administration, the International Food Information Council (IFIC) and home appliance manufacturers to launch the “Cook it Safe” campaign.

“Food safety has long been the number one priority for America’s frozen food producers,” said AFFI President and CEO Kraig R. Naasz. “AFFI is proud to be a partner in this campaign, which will do much to ensure the millions of Americans who enjoy frozen foods are equipped with the knowledge they need to fully and properly cook them.”

The campaign focuses on the importance of fully cooking pre-prepared foods in order to prevent foodborne illness, and is anchored on four key messages encouraging consumers to:

- Read and follow package cooking instructions;
- Know when to use a microwave or conventional oven;
- Know your microwave wattage before microwaving food; and
- Always use a food thermometer to ensure a safe internal temperature.

The centerpiece of the campaign is a pair of public service announcements (PSA) that will be delivered to 800 television stations nationwide. The PSAs encourage consumers to know their microwave wattage and know when to use a microwave or conventional oven. The PSAs can be viewed [here](#).

In addition, campaign partners will publish a series of blog entries, each focused on the campaign’s four key messages, and distribute an informational brochure and home appliance magnet promoting safe cooking tips.

Campaign partners will host a live Twitter chat on Sept. 16 in order to engage consumers and interested professionals about the campaign. Twitter users can follow [@friendsoffrozen](#), [@USDAFoodSafety](#) and [@FoodInsight](#) for more information.

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at www.affi.org.