

New AMI-sponsored Web site: Meatsafety.org

Consumer-Friendly Information About Meat and Poultry Safety, Proper Handling

AMI's has launched a new Web site; www.meatsafety.org offers consumers and the media comprehensive information about meat and poultry safety. The site also offers detailed information about cooking, safe handling, thermometer use and storage of specific meat and poultry products.

Reviewed by staff at USDA's Meat and Poultry Hotline, Meatsafety.org also includes links to nutrition guidelines, kid-friendly information, food safety publications and articles and a "Hot Topics" section for the most up-to-date news on food safety. Poultry companies may also refer to www.poultrysafety.org, which will direct consumers to the same comprehensive information on meatsafety.org.

Designed and created in-house by AMI staff, the site has a fresh, clean look with easy navigation and downloadable, 'quick tip' sheets. The site includes many colorful photos, which will be available soon through an extensive photo gallery.

The Web site's homepage features a "Food Safety Quiz" where consumers can test their food safety IQ in five minutes. The quiz is available for meat-eaters and vegetarians; fresh produce can also harbor bacteria, which can cause food borne illness.

Meatsafety.org also offers extensive resources to media, with a wide array of fact sheets, charts, links and articles on important topics.

"With easy-to-remember names like 'meatsafety.org', and 'poultrysafety.org', it is our hope that consumers and media will regard the site as a useful and often visited resource," said AMI President J. Patrick Boyle.