

# FOOD SAFETY AT FARMERS' MARKETS

Do you have questions or concerns about food handling procedures at farmers' markets? *Let us know!*

## FOOD SAFETY

Extension research is vital to community sustainability and development.

Extension experts and researchers not only support local farmers and community in general, they also help to increase awareness about agriculture issues and topics, including this very important one: food safety.

Please take our survey to give us your valuable input on food safety at farmers' markets.



To access the survey, scan the code above with your mobile device, or type in this URL:

<https://tinyurl.com/p5ltqko>

## WHAT IS THIS ABOUT?

The Farmers' Market Food Safety Program is three-year effort funded by the USDA's National Institute for Food and Agriculture led by Assistant Professor of Food Science at the University of Arkansas, Dr. Kristen Gibson. Co-investigators Dr. Sujata Sirsat, Research Assistant Professor, and Dr. Jay Neal, Assistant Professor at the University of Houston, as well as other research collaborators, assistants, and associates, including the web-based eXtension group Community, Local, and Regional Food Systems, National Center for Appropriate Technology, and the Farmers Market Coalition, are combining efforts with Dr. Gibson to make Food Safety at Farmers' Markets educational material available nationwide.

## LONG TERM GOAL:

**To enhance food safety practices at farmers' markets by developing educational materials and operational tools**

### How?

- Conduct surveys and focus groups with farmers' market vendors and managers to determine current implementation of food safety training materials and to identify best management practices.
- Conduct surveys and focus groups with farmers' market consumers to identify perceptions of food safety and local produce.
- Determine the most effective vendor booth configuration of farmers markets to prevent cross contamination
- Develop a dynamic resource to link jurisdiction requirements to be managed by a national farmers market association
- Develop web and smartphone accessible food safety materials for farmers' market vendors, managers and consumers to utilize as a resource on food safety.

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*"Food safety involves everyone in the food chain."*

– US Senator Mike Johanns

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## IMPACT

Having access to web- and smartphone-based food safety materials will potentially have a major impact on the community. Market vendors and managers will better ensure that the food leaving the market with consumers is as safe as possible, while consumers can have instant access to information about the farm from which it came, as well as much more information about the food itself.

## CONTACT

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