



# A GUIDE TO WORLD FOOD SAFETY DAY 2021

## Safe food now for a healthy tomorrow



# GET STARTED

The food we eat is kept safe through the dedicated efforts of everyone who grows, processes, transports, stores, sells, prepares and serves it. Safe food contributes to a healthy life, a healthy economy, a healthy planet and a healthy future.

Food safety is your business, too. Using food safety practices at home and in our daily lives will help avoid foodborne illness.

Use this guide to get inspired and get involved in World Food Safety Day!

## SLOGAN

 **"Food safety is everyone's business"**

### *Calls to Action*

#### **1. Ensure it's safe**

Governments must ensure safe and nutritious food for all

#### **2. Grow it safe**

Agriculture and food producers need to adopt good practices

#### **3. Keep it safe**

Business operators must make sure food is safe

#### **4. Know what's safe**

Consumers need to learn about safe and healthy food

#### **5. Team up for food safety**

Let's work together for safe food and good health!



## **"Safe food now for a healthy tomorrow"**

The consumption and production of safe food have immediate and long-term benefits for people, the planet and the economy. The availability of safe and healthy food for all can be sustained into the future by embracing digital innovations, advancing scientific solutions as well as honouring traditional knowledge that has stood the test of time.

Our food systems need to produce enough safe food for all. Recognizing the systemic connections between the health of people, animals, plants, the environment and the economy will help us meet the needs of the future. Local actions based on equitable, often novel, solutions and strengthened multi-sectoral collaboration are essential to meeting the Sustainable Development Goals (SDGs).

### ***Food safety in the time of COVID-19***

While COVID-19 has not been transmitted by food, the pandemic has sharpened the focus on food safety-related issues, such as hygiene, antimicrobial resistance, zoonotic diseases, climate change, food fraud and the potential benefits of digitalizing food systems. It has also identified weaknesses or vulnerabilities in food production and control systems. For the immediate future, minimizing disruptions in the food supply chains remains one of the highest priorities of all governments, as consumers must have reliable access to food.

A risk-based approach to food safety and to meeting food safety requirements can help keep global food supplies open and enable consumer access to food. Concerted efforts on food safety will help countries mitigate the socio-economic impacts of the pandemic and boost their resilience for the long term by facilitating and accelerating food and agricultural trade, helping to prevent the next zoonotic pandemic and transforming food systems.



***Did you know that 2021  
is the UN's International Year  
of Fruits and Vegetables?***

Remember to eat safe fruits and vegetables! Produce that is eaten raw, and especially if not peeled or washed in clean water, can transmit pathogens and dangerous chemicals. Microbiological and chemical contamination is hard to detect without testing, so it usually goes unnoticed until the produce has been eaten.

UNITED NATIONS DECADE OF  
**ACTION ON NUTRITION**  
2016-2025

***UN Decade of Action on Nutrition:  
commitments for safe  
and healthy diets***

Everyone has the right to have access to safe, sufficient, and nutritious food. By helping to keep food safe, you contribute to improved nutrition and to the health of your family and community.



***The 2020 International Year  
of Plant Health has been  
extended to July 2021!***

Food safety starts on the farm with choices made about seeds, how and where plants are grown and protected. Healthy plants are essential to a safe and prosperous food chain and a robust food system.

## HOW TO PARTICIPATE

Here are some ideas to help you celebrate World Food Safety Day.

If you are unable to organize physical events, embrace the virtual and reach out across digital spaces.

- **Organize talks and demonstrations on food safety**

Invite people who grow, process, sell and/or cook food to talk about or even demonstrate what they do and how food safety is important for them. This can be in a school, workplace or community space.

**To make it virtual** – video the talk or demonstration and share it on a social media platform. Encourage comments and discussions or even make it a social media live event so your guest can answer viewer questions.

- **Get the media involved**

Share food safety knowledge through radio interviews, talk shows or media briefings. Contact your local newspaper or TV station to propose coverage of food safety.



- **Host a workshop or conference**

Bring together food experts from different businesses, sectors or disciplines to share their expertise and discuss how food safety can be improved in your sector, school, university, community or workplace.

**To make it virtual** – move the event online and make it a webinar. Different easy-to-use online platforms are available for multi-participant discussion.

- **Hold an outdoor activity**

Organize a run, walk, dance or fitness class to publicize food safety as a key to sustaining life and promoting good health. Encouraging people to be physically active can be a good way to raise awareness about food safety in your community.

- **Run a competition**

Poster or photography competitions around a theme are popular for schools, universities, in communities and in workplaces. Encourage participants to find out about food safety and visualize what they learn to pass the message on. Winning entries can be used in your public spaces to continue awareness-raising on food safety.

**To make it virtual** – advertise your competition through social media and collect submissions electronically.

Encourage all participants to use the posters/photos and ask the administrators of school or workplace social media accounts to disseminate the winning entry virtually.

## HOW TO PARTICIPATE

### ● Engage youth

Involve students in food safety activities at schools, youth centres or youth events. This way young people can learn about food safety and pass on the message that by changing simple day-to-day actions, they can avoid the perils of foodborne disease. **To make it virtual** – share educational materials, such as the WHO Five Keys to Safer Food, beforehand and move the discussion online.

### ● Create a photo montage

Visually document good food safety practices and make a collage or produce an exhibition that shows food safety in action.

**To make it virtual** – upload your images to an online gallery. Encourage others to add to it – the result would be a comprehensive look at food safety from different perspectives.

### ● Publicize

It doesn't have to be a big affair or involve equipment, money and lots of people. Simply posting World Food Safety Day materials on social media helps spread awareness about food safety.

Use the #WorldFoodSafetyDay hashtag and share on Facebook, Instagram, TikTok and other social media channels.

### ● Collect personal stories

Document stories about food workers, farmers, health professionals or someone who has suffered a foodborne illness. Sharing experiences can help people understand just how important food safety is. The stories can be written, drawn, photographed, sung, dramatized or recorded.

**To make it virtual** – the stories can be shared in many ways – via blogs, podcasts, videos and various social media.

### ● Produce a video

Conduct an interview or record the food safety practices of a business. Research the topic so you can ask informed questions. Share the video with friends, colleagues, classmates or fellow students.

**To make it virtual** – conduct an interview on Zoom and post the video on a company, school, university or community website. Alternatively, the interview can be streamed live online or a recorded a tour of food business can be posted. Encourage feedback and online discussion.



### ● Get creative!

There are numerous ways you can learn about food safety and share your knowledge. Conduct a survey or run a quiz. Develop and act out a drama with friends, write a song or poem. The sky's your limit!

**To make it virtual** – all these things can be conducted, recorded and shared online.

## KEY MESSAGES

### **There is no food security without food safety**

If it is not safe, it is not food. Only when food is safe will it meet dietary needs and help ensure that everyone can live an active and healthy life. This is also referred to as the utilization dimension of food security.

### **Safe food is essential to human health and well-being**

The World Health Organization estimates that more than 600 million people fall ill and 420 000 die every year from eating food contaminated with bacteria, viruses, parasites, toxins or chemicals. However, these numbers represent only 'the tip of the iceberg' as comprehensive surveillance data for foodborne illnesses is not available everywhere. When food is not safe, humans cannot benefit from its nutritional value and cannot grow and develop.

### **Investing in food safety today will reap future rewards**

Safe food production improves economic opportunities by enabling market access and productivity. At the same time, good practices along the supply chain improve sustainability, minimizing environmental damage and the amount of agricultural product that has to be discarded. Unsafe or contaminated food leads to trade rejections, economic losses and food loss and waste.

### **The 'One Health' approach improves food safety**

Food safety requires a holistic approach, such as 'One Health', which recognizes the connection between the health of people, animals, plants and the environment. Animal and plant health are critical to agriculture producing enough food to feed the world. Keeping animals healthy will also minimize the risk of zoonotic pathogens (disease-causing organisms that can be transmitted between animals and humans), antimicrobial resistant organisms and more.

### **Food safety is based on science**

Looking at or smelling food is not a reliable way to check if it is safe, but scientists have developed tests and tools to do so. Food scientists, microbiologists, veterinarians, medical doctors and toxicologists, to name a few, advise what food production, processing, handling and preparation practices are needed to make and keep food safe. When food safety practices are employed across the food chain, the result is safe food.

### **FAO and WHO support efforts worldwide to keep food safe**

Through complementary mandates and a longstanding partnership, FAO and WHO cover a range of issues to support global food safety and protect consumer health. FAO addresses food safety issues along the food supply chain while WHO works with the public health sector to lower the burden of foodborne diseases. The two organizations have joint programmes on food standards (Codex Alimentarius), the provision of scientific advice (JECFA, JEMRA, JMPR, JEMNU) and emergency response (INFOSAN).

## **Codex Alimentarius food standards help protect health and facilitate trade**

The FAO/WHO Codex Alimentarius Commission brings together the expertise of both organizations and its 189 Members to establish science-based international standards, guidelines and codes of practice that help ensure food safety and quality in a consensual, inclusive and transparent way. It addresses all food-related issues: contaminants, hygienic practices, labelling, additives, inspection and certification, nutrition and residues of veterinary drugs and pesticides.

When governments adopt international standards, farmers and producers are able to meet consumer demands for safe food and expand their market access.

### ***Tips for organizing virtual events***

1. Know your audience. Select the type of event your target audience would attend and a social media channel or platform they would use.
2. Start planning early.
3. Choose a date, time and platform. Consider your audience's location and check time zones.
4. Where possible, opt for password-protected meetings.
5. Find the right host, guests and format. Invite people who know the subject and can engage your audience.
6. Promote your event. Tell your audience when the event will take place and how they can tune in.
7. Be inclusive. Use clear language and subtitles or interpretation, if needed. Use visual tools to make the event more accessible. Keep gender balance and diversity in mind for your hosts and guests.
8. Be ready for tech troubles. Have someone on hand to help you with any issues that arise.

### ***Campaign materials***

Designs for the following products will be made available for World Food Safety Day 2021 in all six official UN languages (Arabic, Chinese, French, English, Russian and Spanish):

1. Posters
2. Web banners
3. Event backdrops or banners
4. Gadgets – T-shirt, cap, bag, mug, apron

You can download these materials in the [World Food Safety Day 2021 Asset Bank](#) in low resolution (to share digitally) and high resolution (for printing or production). Most products are already available in the six UN languages and others will be uploaded by June 2021.

Join the campaign by sharing our free material in all six official UN languages on digital channels available on the [Trello board](#).

The English language hashtags are: #WorldFoodSafetyDay #FoodSafety #SafeFood

Let us know your plans and send us photos/videos of your events: [World-Food-Safety-Day@fao.org](mailto:World-Food-Safety-Day@fao.org)

## ***The UN recognizes food safety***

In 2018, the United Nations General Assembly adopted [resolution 73/250 proclaiming 7 June as World Food Safety Day](#), taking into account the global burden of foodborne diseases, which affect individuals of all ages, in particular children under five and persons living in low-income regions.

The resolution notes that “there is no food security without food safety and that in a world where the food supply chain has become more complex, any adverse food safety incident may have global negative effects on public health, trade and the economy”. It also emphasizes that improving food safety contributes positively to trade, employment and poverty alleviation.

The UN Day was established to raise awareness at all levels and to promote and facilitate actions for global food safety, on the basis of scientific principles and in line with World Trade Organization measures. The Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO), the parent organizations of the Codex Alimentarius Commission, were invited to jointly facilitate the observance of World Food Safety Day, in collaboration with other relevant organizations.

## ***Let's celebrate together***

The third World Food Safety Day will be celebrated on 7 June 2021 to draw attention and inspire action to help prevent, detect and manage foodborne risks. This guide has been produced to facilitate the organization of World Food Safety Day campaigns, events and activities.

To let us know about your event  
or ask a question, email us on  
[World-Food-Safety-Day@fao.org](mailto:World-Food-Safety-Day@fao.org)

[www.fao.org/world-food-safety-day](http://www.fao.org/world-food-safety-day)  
[www.who.int/world-food-safety-day](http://www.who.int/world-food-safety-day)

[#WorldFoodSafetyDay](https://twitter.com/WorldFoodSafetyDay)

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