

Strategies for Effective Education and Outreach to Farmers and Stakeholders

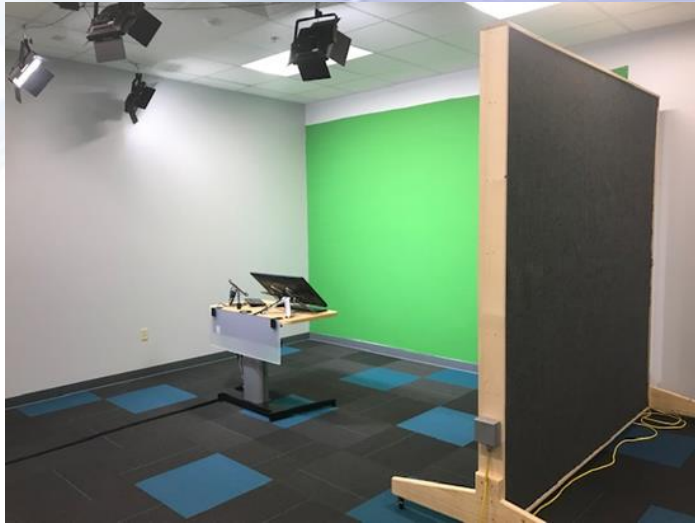


Scott Monroe
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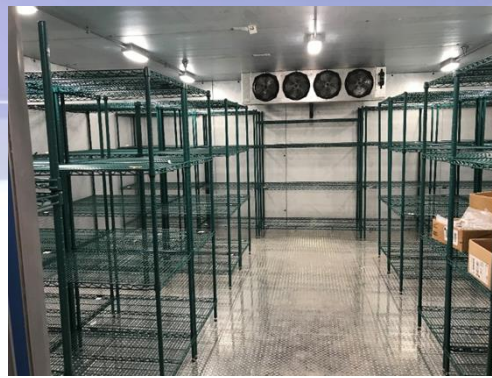
Vivien McCurdy
Indiana State Department of Health

Purdue Extension Food Safety Training Hub (PEFSTH)

The goal of the PEFSTH is to become a **regional center** for produce food safety training, providing **long term training and support** to growers in Indiana and the surrounding region.



AV Room



Cooler



Lab



Classroom



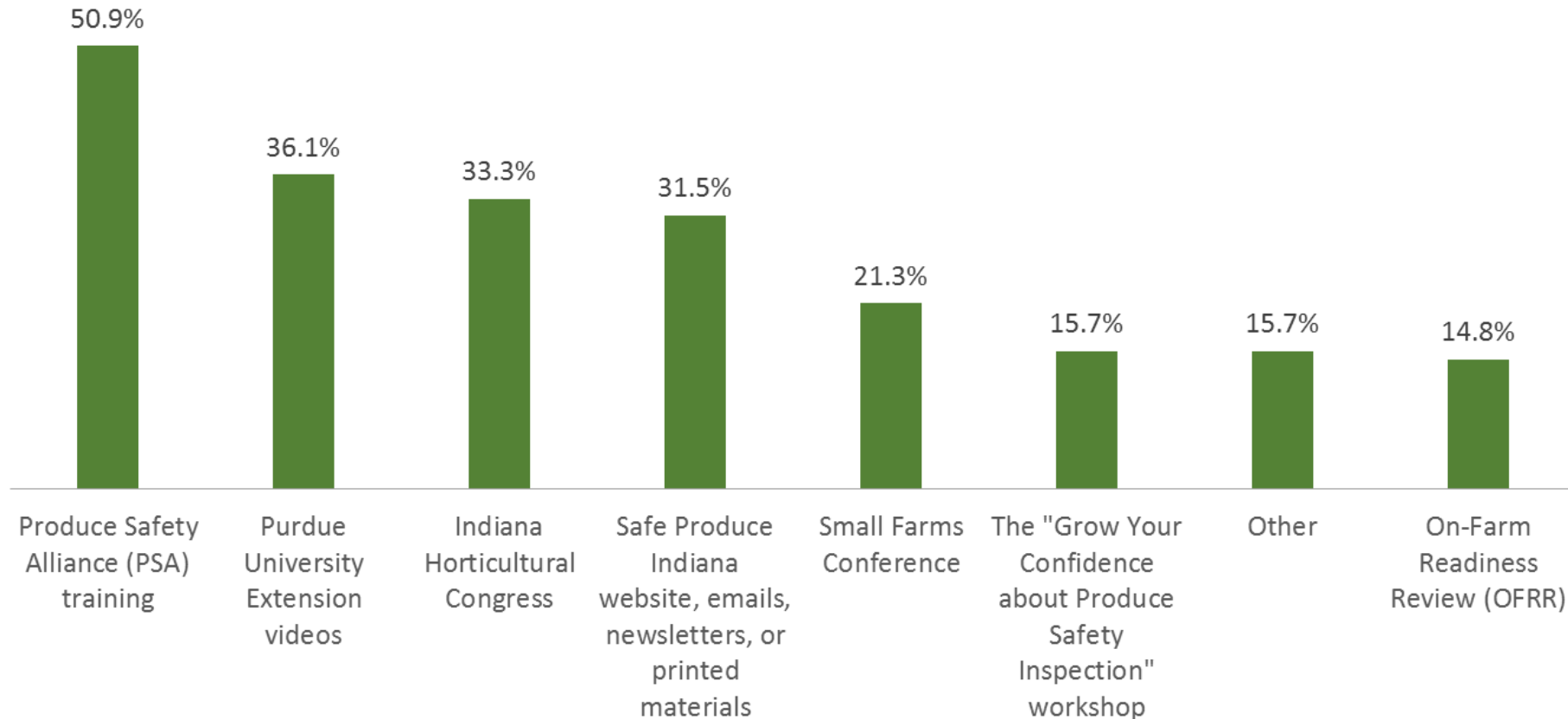
Postharvest Area

Hearing From the Growers

- Surveys were designed to gauge grower **perception** of Safe Produce Indiana as well as their **knowledge** of the Produce Safety Rule
 - 27 questions on the survey
 - 719 surveys mailed
 - 200+ responses (27.8%)
 - 24 growers volunteered for a 20-30 minute long phone interview

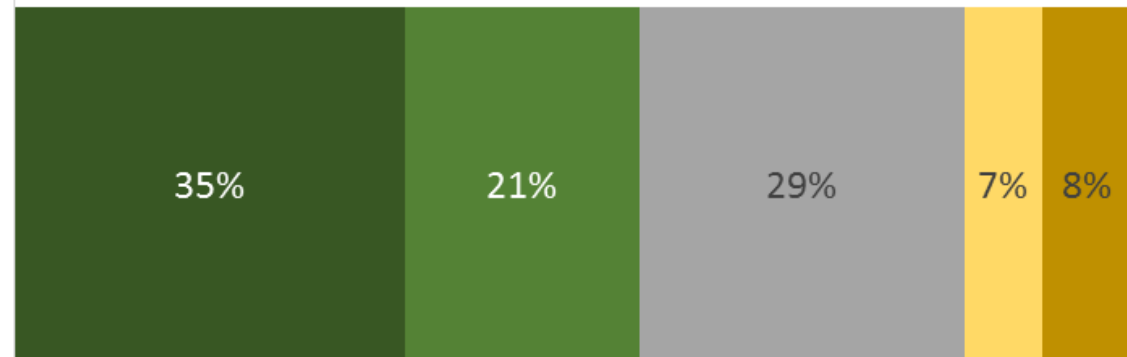
Which of the following Safe Produce Indiana Programs or resources have you used or participated in? (select all that apply)

Percent of respondents participating in various programs



Preliminary results

I have changed some of my farm's operations because of produce safety information I received from Safe Produce Indiana.



- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Qualitative Results

Recommendations for what could be improved. Responses include:

- “Educate **consumers** on proper storage and handling.”
- “Get the word out and **market services**.”
- “Make sure the **smaller farms** are doing everything possible to grow safe produce.”
- “More education for **county health department** inspectors.”
- “Set up **one-on-one** meetings with farmers.”
- “**Increase consumer and grower awareness**.”