

Americans Still Uninformed About “Pink Slime” and Food Processing in General, Says FDA Consultant

Press Release

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“The public’s recent outcry to have ‘pink slime’ removed from grocery store ground meat comes from gross-out images on the internet and not from any substantial food safety concerns,” stated Benjamin England, Founder and CEO of FDA consulting firm, FDAImports.com. “The processing methods and chemicals used in ground meat production have been in place for over 20 years. That doesn’t necessarily mean they’re safe *per se* but the sudden call to action based on misinformation from pop-culture sets a dangerous precedent.” Mr. England’s firm recently released historical data regarding meat production and food safety as well as social media statistics regarding the recent explosion of “pink slime” discussions in consumer circles.

11 Facts About The American Meat Supply

<http://www.fdaimports.com/blog/pink-slime-11-facts-you-dont-know-about-the-american-meat-supply/>

Social Media’s Role in Food Safety

<http://www.fdaimports.com/blog/pink-slime-social-media-role-food-safety/>

“Campaigns against Boneless Lean Beef Trimmings, also known as Pink Slime, are thinly researched and stem mostly from gross-looking images scraped off the Internet without any context,” said Mr. England.

The good news is that consumers are at least stepping into the world of FDA and USDA regulations, even if it comes from over-dramatic pop-culture entry points. The bad news is that the meat industry is suddenly working around the clock to protect their image and address misinformation when there haven’t been any food safety violations at all. The food and beverage industry needs to learn from this because public opinion can influence billions of dollars worth of purchasing in a few week’s time, even if it comes from nothing more than an online video and some grainy Internet pictures.

Mr. England’s firm helps companies with FDA regulations for both domestic and imported products as well as researching food safety trends and legislation.

About FDAImports.com

FDAImports.com is an FDA consulting firm helping U.S. and foreign companies navigate through and meet complex FDA regulations for marketing and importing foods, dietary supplements, drugs, cosmetics and medical devices. Benjamin L. England, Founder and CEO, is a former 17-year veteran of the FDA and served as the Regulatory Counsel to the Associate Commissioner for Regulatory Affairs. Contact: Jon Barnes, (410) 740-3403 or pr(at)fdaimports.com.

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