



USFOODSAFETY.COM
Food Safety for Consumers

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**USFOODSAFETY.COM, A ONE-STOP SOURCE FOR THE LATEST FOOD RECALLS,
ALERTS, FOOD SAFETY ARTICLES AND PROFESSIONAL FOOD SAFETY PRACTICES,
LAUNCHES TODAY**

*USFoodSafety.com Members To Receive Free Food Recall Alerts Directly to their Inboxes,
as well as the Latest Food Safety Advice From Leading Experts*

WILMINGTON, MASS, NOVEMBER 20, 2008: US Food Safety Corporation today launched USFoodSafety.com, the first website to provide consumers with the most up-to-date food safety alerts, recalls, advice and columns.

The creation of food sales and marketing veteran Susan Reef, USFoodSafety.com combines Reef's knowledge of consumer food websites with her passion for serving the public. By providing unbiased information, Reef has engaged noteworthy college professors in the field of food safety for articles and editorial advice. USFoodSafety.com provides useful food safety advice for all age groups, from pre-natal to seniors.

Membership to USFoodSafety.com is free and provides members with the latest food safety product alerts, delivered to members' inboxes. USFoodSafety.com also provides the latest food safety articles, covering holiday food safety tips, general food safety handling tips, as well as food safety topics of interest, like the recent impact of melamine in our food supply chain.

“Consumers have to become their own food safety advocates, by actively searching for recalls and alerts”, says Susan Reef, CEO of USFoodSafety.com. “USFoodSafety.com cuts down the time it takes to search for food safety alerts and provide consumers with up-to-date food recalls that can help stave off food-borne illnesses, such as salmonella and e-coli.” Reef added, “In addition to e-mail alerts, consumers can read up on food safety tips and handling procedures to better ensure their families health and well-being.”

According to Deloitte LLP’s survey, “Food and Product Safety and Its Effects on Consumer Buying Habits,” approximately three-quarters of the overall respondents (73 percent) were extremely concerned about the safety of products produced in China, with half having the same doubts about products produced in Southeast Asia and Mexico. The survey noted as products fall under greater scrutiny, consumers surveyed indicated they would like more information about the safety of food products provided on packaging (86 percent), company Web sites (81 percent) and by the government (81 percent). Some 67 percent said that food product labels with country of origin labeling, certification of product testing and certification of quality testing would be extremely important in their buying decisions.

In the past two years, the United States Department of Agriculture (USDA) and the U.S. Food and Drug Administration (FDA) issued nearly 500 Food Safety alerts. Many of these alerts were not written about in consumer publications and broadcast over national television or radio stations. USFoodSafety.com is changing the way the media and consumers receive their food safety information, by providing current, pertinent recall information on a national and geographical level. Members must simply enter their data and zip code and will receive alerts that are tailored to their market.

USFoodSafety.com’s sources include professors from prestigious food safety and health programs across the country, experts in the field of food safety and the USDA and the FDA.

About US Food Safety Corporation

US Food Safety Corporation is a privately funded, woman-owned company located in Massachusetts. Through its web site USFoodSafety.com the company intends to become the premier "one-stop" source of consumer information related to food alerts, recalls and safe food handling.