



Livers Let Fry: Messaging Challenges Following Outbreaks of Campylobacteriosis Associated with Undercooked Chicken Livers

2015 InFORM Meeting
November 20th , 2015



Chicken Liver Outbreak #1

- Occurred April – September, 2012
- 6 confirmed cases
 - ▣ 4 Vermont residents
 - ▣ 1 New Hampshire resident, 1 New York resident
 - ▣ 33% of patients were hospitalized
 - ▣ No deaths reported
- Associated with Vermont “Farm A” chicken livers
 - ▣ Farm A ended chicken liver business in response


Chicken Liver Outbreak #2


- Occurred in December, 2014 at independent/long term care facility in Vermont
 - ▣ 4 confirmed cases
 - ▣ 100% cases hospitalized
 - ▣ No deaths
 - ▣ Resistant to: ciprofloxacin, nalidixic acid, & tetracycline
- Traced back to out-of-state chicken producer
- Historic cases at same independent/LTCF
 - ▣ 1 case from Sep. 2014, 1 from Dec. 2013
 - ▣ Both cases hospitalized

“Non-Traditional” Meats Are Popular

GRUB STREET

A Vermont Chef Is Putting Roadkill on a \$75
Prix Fixe Menu

 *Chicken Liver Mousse on Elmore Mountain Bread Maple Raisin Crostini*


 Chicken Liver Pate and Pickled Half Pint Farm Vegetables and Red Hen Bread

Pan Fried  Chicken Livers, sweet and spicy peppers....\$10

 *Chicken Liver Pâte* 10

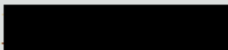
with apple brandy braised shallots, gherkins, whole grain mustard and lavash

95

 Chicken Liver Paté
with Crostini, Cornichons, & Pickled Red Onion

8.95

7.95

Potted  Farm Chicken Livers \$10
roasted shallot mostarda, grilled bread

#1 Just How Was the Liver Prepared?

Turkey, Squash & Grilled Corn Soup 8

Mountain Tofu Experience for Two 50



o
t
roasted
Winding
made

sautéed mushrooms, Winding Brook Farm bacon and caramelized onions

Grilled Tofu & Portobello Sandwich 15

with caramelized onions and truffle mayo on Elmore Mountain focaccia

#2 Chefs Warn Not to Overcook Livers

Generic Cool Chef Image



“Properly” Cooked

Sweet

Creamy

Overcooked

“Grainy”

“Tough”

“Small- scale food
scandal”

“Now, I always err on the side of caution by cutting into the liver as I'm stir-frying it, just to make sure it's not overcooked.”

- some other chef (not the cool chef pictured)

#3 It's Grass Fed, non-GMO, Pasture-Raised



“Products from grass-fed animals
are safer than food from conventionally-
raised animals”

“Our free range chickens thrive on a non-GMO diet!!”

#4 Raw Liver is Healthier

How to Eat Raw Liver and Not Throw Up

February 9, 2012 by [Tracy Raftl](#) – [54 Comments](#)



 says

March 3, 2013 at 2:03 am

Awesome! I add liver puree to my ground beef. Eating it raw and getting even more nutrition is an awesome idea!



 San Jose City College

be consider if you bring temperature too hot like frying, some nutritions will be deminished

[Like](#) · [Reply](#) · Aug 24, 2015 8:32am

#5 It's Ok, It's Local!!

Ten Reasons to Buy Local Food

4) Local food is safe. There's a unique kind of assurance that comes from looking a farmer in the eye at farmers' market or driving by the fields where your food comes from. Local farmers aren't anonymous and they take their responsibility to the consumer seriously.



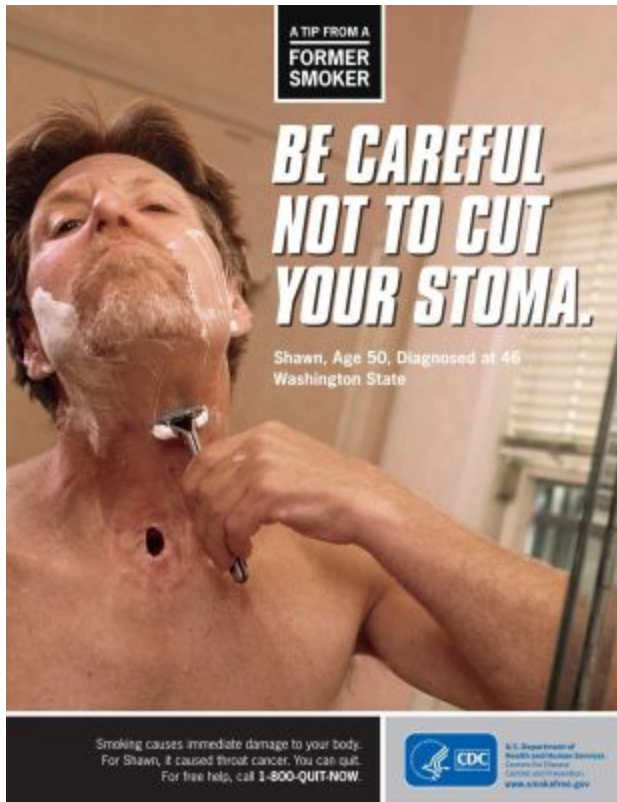
The University of Vermont

A PUBLICATION OF UVM EXTENSION'S VERMONT VEGETABLE AND BERRY PROGRAM



#6 Using an Effective Messenger

Are public health professionals the best food safety messengers?



#7 Daddy, What is an Adulterant?



- Consumers do not understand that the poultry they buy is often contaminated with *Campylobacter* (or *Salmonella*)