

April 2008 Nutrition InfoGram

Issue Number: 22

An Electronic Newsletter from the Nutrition and Health Promotion Team of the California Department of Aging (CDA)

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Reminders:

2008 CANDE Conference

When: May 28-30, 2008
Where: Sheraton Grand Hotel
1230 J Street
Sacramento, CA 85814

Conference
Registration: To obtain a conference registration form visit:
www.cande.org/conference.html or contact Paul
Kraintz at 925-646-9143 or

pkraintz@hsd.cccounty.us, or Keith Schildt at schildtk@ulv.edu.

Hotel

Registration: Call 1-800-325-3535 and mention you are with CANDE. Reservations are on a first-come-first-serve basis and cannot be guaranteed after April 28, 2008.

In the News:

Listeria

The following articles focus on listeriosis, an infection that is caused by consuming foods that are contaminated with the bacterium *Listeria monocytogenes*. This infection is especially harmful to people with compromised immune systems, pregnant women, children, and the elderly.

Listeria monocytogenes is found in soil and water. Vegetables can become contaminated from the soil or from manure used as fertilizer. Animals can carry the bacterium without appearing ill and can contaminate foods of animal origin such as meats and dairy products. The bacterium has been found in a variety of raw foods, such as uncooked meats and vegetables, as well as in processed foods that become contaminated after processing, such as soft cheeses and cold cuts at the deli counter. Unpasteurized (raw) milk or foods made from unpasteurized milk may contain the bacterium.

Listeria is killed by pasteurization and cooking; however, in certain ready-to-eat foods such as hot dogs and deli meats, contamination may occur after cooking but before packaging.

To view this information on the Center for Disease Control and Prevention's website, visit:

http://www.cdc.gov/nczved/dfbmd/disease_listing/listeriosis_gi.html#getinto.

European Food Safety Authority (EFSA) Issues New Advice on Listeria By Dominique Patton

The Scientific Panel on Biological Hazards (BIOHAZ) of the European Food Safety Authority (EFSA) warned that listeria was on the rise, after a general decline in the 1990s. The number of human cases of the disease increased by 8.6 percent in the European Union (EU) from 1,427 cases in 2005 to 1,583 in 2006, even though the number of large listeriosis outbreaks has declined.

The EFSA panel recommended that to better assess the risk of the foods responsible for listeriosis it was necessary to investigate listeriosis cases more thoroughly and generate and analyze data on the consumption in the EU of ready-to-eat foods in which *Listeria* can be found.

Storage temperature at retail and in domestic refrigerators can also vary significantly, raising the risk of growth of the bacteria, said the report. The panel also advised that consumers should take care to keep food at recommended storage temperatures at all times, and take note of the shelf-life of food in their refrigerators.

Visit <http://www.foodnavigator-usa.com/news/printNewsBis.asp?id=82734> to view the full article.

Listeria Tainted Popsicles Recalled in Washington, Oregon

Date Published: Wednesday, January 30, 2008

Listeria-tainted popsicles are the latest food to be recalled because of the food-borne bug. SeaTac voluntarily recalled its coconut-flavored popsicles after it was discovered that the non-dairy frozen dessert may be contaminated with *Listeria monocytogenes*. The frozen treat recall was initiated when routine sampling and analysis by the Washington State Department of Agriculture revealed the presence of *Listeria*. No illnesses have been reported to date in connection with this product.

The Ca Rem #1 Popsicle is sold in 3-ounce un-coded plastic bags, primarily in Asian food markets and restaurants in western Washington and western Oregon. Consumers who have purchased Ca Rem #1 popsicles should throw out the product and not eat it. Questions can be directed to the company at 206-720-1887.

Visit this complete article at <http://www.newsinferno.com/archives/2482>.

Listeria Outbreak Closes Whittier Farms for Good

Date Published: Friday, February 1, 2008

Posted by www.Newsinferno.com

Whittier Farms (Shrewsbury, Massachusetts) —the mom and pop dairy linked to listeriosis deaths was forced to suspend bottling. It will not reopen the dairy that made the listeria- tainted milk. Although Whittier Farms is selling milk in its store on Douglas Road, the milk does not come from the dairy's farm. Previously, Whittier milk was sold under the names Whittier, Schultz, Balance Rock, Spring Brook, and Maple.

Wayne Whittier, one of the farm's owners, said the family made a difficult decision this week in deciding to keep the production plant and Shrewsbury store closed, saying: "The milk production and bottling plant, it won't be a place where Whittier Farms will operate again." Whittier added that the family hasn't decided if it will resume production elsewhere, but stated recipes for Whittier specialties are being kept in a safe place. The Whittiers have about 330 cows, milking 130

cows daily and producing about 1,000 gallons of milk daily. Whittier said the raw milk is being sold to a different processor.

The Massachusetts Department of Public Health said four people became ill from the disease; two of them, both men in their 70s, died. One of the other victims, a woman in her 30s, miscarried. A third man died in January. Based on genetic testing, researchers discovered all the illnesses generated from bacteria identical to that found in a bottle of coffee-flavored milk produced at the Shrewsbury plant. After studying over 100 samples, state health inspectors said they were unable to determine the precise contamination source. “The final results of the tests from the state—instead of narrowing it down—the area kept getting bigger. It made it extremely hard for us, because we still don’t have answers,” Whittier said.

A dozen milk and four plant samples tested positive for varying strains of listeria, but do not pinpoint where contamination occurred, said state officials. It seems bacteria colonized in the plant, entering milk products following pasteurization and during production. State health officials recently gave the family a list of 15 items to accomplish at the plant before they could reopen, ranging from simple tasks to costly endeavors. “The state still doesn’t have answers, and we still don’t have answers,” Whittier said. “We took twice as many samples as the state at our own cost, and we still don’t have answers.” Whittier said the family is working to pinpoint the contamination source and is pursuing several avenues, including hiring a specialist with sophisticated equipment that could detect if there are hairline cracks in the tanks’ equipment lines, Whittier said.

The farm store now sells Connecticut-based Mountain Dairy milk products from a family-owned dairy that also does not use artificial growth hormones.

Visit this article at <http://www.newsinferno.com/archives/2502>

Resources of Interest:

Meals on Wheels Association of America (MOWAA)

Year of the Member

MOWAA has designated 2008 as “The Year of the Member.” They’ve changed their membership structure to make the individual member the focal point, and they are seeking to welcome even more individuals into the MOWAA membership. Please be on the lookout for all the new programs, initiatives, and benefits they will be offering to MOWAA Members during “The Year of the Member.”

For information, please visit

<http://www.mowaa.org/displayContent.asp?MemberNo=5859&type=&CurrentNo=5C5A56>.

Conference Crier

By Mary Monohan

Mark your calendars! Registration is still a few months away for the 2008 National Conference in Pittsburg, Pennsylvania. "The Power of One" Conference convenes on Tuesday, August 26th and will conclude with the Leadership Dinner on Thursday, August 28th.

For information regarding hotel reservations, please visit

<http://www.mowaa.org/displayContent.asp?MemberNo=5859&type=&CurrentNo=5C5A56>.

Environment

Save Some Green by Going Green with Your Grocery Shopping

by Alice Henneman, MS, RD and Lorene Bartos, MS, Extension Educators

Perhaps you haven't yet started recycling the many containers that package food purchases. And, maybe you have limited access to some of the "greener" food products on the market. Yet there are things you can do if you're interested in a "greener," more environmentally friendly household [or business]. Read on for some easy steps you can take right now. They also will save you money, adding a little extra green to your wallet!

1. Size matters. When choosing between a large container and several small containers that add up to the same volume, consider whether buying the large container would serve the same purpose and save you money. For example, do you really need to buy individual boxes (and more packaging) of juice if they all are consumed in the same week and at your kitchen table?
2. Gotta have a plan! Plan ahead and shop less often for groceries or shop in conjunction with other errands taking you near a grocery store. The result is a reduction in the use and cost of fuel needed to transport food.
3. Practice the 3 Rs. Produce less waste AND save money by practicing the 3 Rs of reduce, reuse and recycle.

Here are three examples in relation to throwing away leftover food. Not only does tossing leftovers waste money, it also wastes the energy resources and packaging materials associated with the tossed food.

- Reduce the amount of leftover food tossed by serving smaller portions of foods that frequently produce leftovers OR ...
- Reuse leftovers by serving them again in a day or two or freezing them for future use, OR ...

- Recycle leftovers into a different type of meal; for example – add that extra rice to a soup the next night.
4. Don't be a "spoil"-sport. Throwing away spoiled food is related to tossing leftovers. Reduce the amount of spoiled food that gets tossed through such practices as:
 - Read labels for "use by," "expiration," or "best if used by" dates.
 - Refrigerate and freeze foods at recommended temperatures – 0 degrees fahrenheit (F) or lower for freezers and 40 degrees F or lower for the refrigerator section. An appliance thermometer assures your refrigerator/freezer is maintaining these temperatures.
 - Follow recommended storage times for foods. For example, some containers may specify a recommended time frame in which to eat a food after it is opened.
 - Avoid buying so much food in bulk that it spoils before you can use it.
 5. Drink to this. Buy a reusable water bottle and fill it with tap water. Your investment soon will pay for itself.
 6. Bulk it up. Some products purchased at the grocery store, such as hand soap, can be purchased in big bottles that are used to refill a smaller bottle size. Reduce the cost and the packaging by refilling the smaller bottle.

For more things you can do to live a greener lifestyle and reduce energy expenditures, visit the Environmental Protection Agency's Website <http://www.epa.gov> or visit this article at <http://lancaster.unl.edu/food/ftjan08.shtml>.

Volunteer Recruitment

Recruitment Techniques: Speaking to Community Groups

By the National Court Appointed Special Advocates (CASA) Association

One of the best methods for warm body recruitment is to arrange presentations to local clubs and other groups. In following this method, be sure to:

- Deliberately select the groups before whom you wish to speak.
- In seeking entry to speak to a group, consider going through a group member. The member can serve as your authenticator to his or her peer group, paving your way to a more receptive audience.
- Pick your presenters carefully. Consider sending a volunteer who can speak forcefully about the worth of the effort.
- Utilize a visual presentation with slides, pictures, etc.

- Be prepared for people to offer their assistance. Take along brochures, examples of jobs for which they are needed, sign-up sheets, etc.
- Ask the audience to volunteer. Very few people will insist on volunteering for your program without being asked to do so.

To view this article, visit:

www.casenet.org/program-management/volunteer-manage/recrtech.htm.

Customer Service

Turning Difficult Customers into Raving Fans

By Robert Moment

If there is one thing that businesses have yet to master the art of, it is customer satisfaction. That's no fault of anyone because if customer satisfaction was that easy to master (if it can be mastered at all), there would be no need for customer service departments, customer service training, or books teaching the numerous ways to please a customer. The truth is, customers can never be completely satisfied. There's always something else that customers feel can be improved or tweaked for better service.

But, there are ways to deal with difficult customers and more importantly, turn them into raving fans of your product or service. Sounds impossible, but it has been done. The trick is, or rather, the way to achieve this is to get customer service back to basics.

Research has shown that customers turn dissatisfied very quickly not because of the price of a product, but the bad experiences they've had with customer service. So, when customers turn difficult, understand that their frustration may have stemmed from previous experiences they may have had with bad customer service.

So how can you turn difficult customers into raving fans?

Take Charge of the Situation

When a customer starts ranting, it's easy to get trapped into a war of words and end up with more trouble than you began with. The more difficult option, but the better one is to stay calm and take control of the situation professionally.

Customers vent because they want to be heard and acknowledged, so allow them to do that. They will have to stop venting eventually and upon doing so, they would have realized that throughout the entire episode, you never once raised your voice or tried to blow them off. You actually took the time to listen to them and understand their frustrations.

You now have the opportunity to work with the customer in a calm and friendly manner, impressing upon him or her that you understand and deeply, you regret the predicament and you will do everything possible to resolve the issue in the quickest time possible. With the situation taken charge of professionally, not only

will your customer be thoroughly impressed, but you would have just made him a raving fan.

Even Difficult Customers Need to Feel Important

Difficult customers rant and complain not just to be heard, but to feel important enough to contribute something constructive. Customers complain mainly for two reasons: 1) they feel they have been wronged and 2) they feel confident enough to comment on certain aspects of your business.

Acknowledging the fact that all customers want to feel important and be treated well is the right step in turning them into raving fans. An effective way of doing this is to do a follow-up call with previously dissatisfied and unhappy customers. Find out if your business has fulfilled all their needs and if there is anything else you can do for them. It's such an underutilized strategy that these customers will have no choice but to return to you again and again.

Give More to Get More

Another strategy to win over difficult customers is to practice the art of giving more than they've paid or asked for. Someone said that the quickest way to a man's heart is through his stomach; it is probably true that the quickest way to a customer's heart is by giving and giving more.

When customers have been accustomed to getting what they've paid for, giving that little bit extra can make a world of difference to them. For example, if it's a difficult customer who is demanding a refund, something as simple as giving him his full refund with a complimentary gift to compensate for all his troubles can make a difficult customer a raving fan.

So, when it comes to turning difficult customers into raving fans, it's really about getting back to customer service basics and paying attention to the details.

To view this article, visit The Moment Group Website at http://www.customerservicetrainingskills.com/articles/difficult_customers.php5.

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