

Food safety awareness to consumers

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ABSTRACT

This study analyze the awareness of customers relates to food safety in Tamil Nadu. Basically the emerging risk is identified into three types of risk one is microbiological risk the second one is physical risk and the third is chemical risk. The study aims to focus with the microbiological risk of meat consumption and it highlight with the inclusion of identification with the meat related risk with the knowledge of safe food handling behavior and also indicating the risk behavior of cross-contamination in uncooked raw meats with their leftovers. The data were surveyed with interviewed face- to-face by a well structured questionnaire among 150 consumers in three selected districts of Tamil Nadu namely Karur, Coimbatore and Erode. 35 questions under different groups the demographic information of the respondents, cross-contamination, food handling behavior, microbiological risk, food safety hazards, consumer education and consumer attitude and knowledge. The study illustrate the systematic procedure for handling the meat in retail shop with neat sanitary condition to distribute to the meat to the customers and create the awareness of food safety and to avoid the food borne disease risk. Bringing the food safely to the home without creating any harm and cook the food thoroughly it will avoid the risk of pathogens, viruses and bacteria.

1. Introduction

In all over the world the illness of Food borne disease is difficult to estimate and also it has been reported that in the year 2000 that 2.1 million people died due to the cause of diarrheal diseases. The world health organization (2006.WHO) there is a need of practice related to hygiene in kitchen should be clean. Before cooking the hands should be washed and also after cooking also hands should be washed. The surrounding of kitchen area also should be keep neat and clean to avoid the risk of hazards. Food is very essential to live a life that should be safely distributed to the customers without any harm from the starting point of view from the producer to the consumer.

2. Microbiological Risk

There are three type of risk found one is microbiological risk the second one is physical risk and the third one is chemical risk here the study concentrate on microbiological risk. Because it is unknown by the customer's the microbiological risk is caused by the viruses, bacteria and pathogen. It is only visible by microscope not identify by the ordinary visible of your eyes so, the risk is high it should be known to all how to keep your food safe while preparation of food and also the surroundings of the environment where we purchase the raw food.

The risk starts from production to plate of the consumer at any stage it becomes contaminated so consumer must aware of the risk to avoid the hazards. The selected district all meat are sold combine in one shop for the convenience of the customers but the risk is unknown by all. The meat of goat, hen and fish are sold combine and also in open display the dust spread the unhygienic condition of the meat product then all the snacks shop, fruit shop, hotel, restaurants are near to

the open meat shop. The insect spread the disease to all so follow the rules and regulation of food safety act 2006 and avoid the risk is essential for that purpose the research concentrate on microbiological risk and also the food safety officers are less in number. In urban area the risk is high due to of new competitors there is a lack of place availability may increase the risk so it should be avoided.

3. Knowledge of safe food handling behavior

To do anything it is very essential to know the knowledge of safe food handling behavior before cooking the hand should be washed and also after cooking also hand are washed. Then the person who involve for food preparation he/she should be dressed hygiene and the nail, hair should be properly cut and the person should not wear chain ring to avoid the physical risk. The surrounding of cooking area should be neat and clean. Before cooking the vessel should be checked without the crack. The knife and table board should be washed before cutting the meat and after cutting the meat and also separate knife and cutting board should used to avoid the risk of pathogen. But in the selected district all using the same cutting board for all meat and also no separate knife is used for cutting the meat. It will create the risk of food borne illness so these information should be inform to all customers then only the risk is avoid the hazard.

So there is a need of consumer awareness programmed and also it should be teach in school level to college level and also documentary film should be shown in all common place were ever the crowded then it create the awareness among public.

4. Cross Contamination

Cross contamination is how bacteria can spread and it's occurs when juices from raw meat or germs from unclean objects touch cooked or ready – to eat or raw food. Here the cross contamination happens with the physical movement or transfer of harmful bacteria from one person to another. It is very important to follow the steps as you store the food safe in home and shop and cook the food thoroughly it reduce the risk of Foodborne illness and food poisoning.

5. Uncooked Raw Food

The raw food immediately get contamination so before cooking the raw food should be handle with the washing hand and after cleaning the meat the hands should be thoroughly washed then only we avoid the risk of Foodborne illness. The food should be keep safe and also

Store in refrigerator at the last self it should not be mingle with vegetables and fruits if the juice of the meat unfortunately mix it create the risk and also cooked and uncooked food should be separately stored.

**THE TABLE 1: EXPLAINS THE DEMOGRAPHIC FACTORS:
N=150**

Demographic Factors	Category	No. of Respondents	Percentage
Gender	Male	71	47.3%
	Female	79	52.7%
Age	Below -25	38	25.3%
	26-32	97	52.7%
	33-39	6	7.3%
	40-47	4	0.4%
	Above 50	5	0.3%
Income	Below 10000	40	26.7%
	10001-25000	78	52.0%
	26000-30000	22	14.7%
	Above 30001	10	6.7%

6. Characteristics of the respondent

Table: 1 show the socio demographic characteristic of representative samples of interviews more women participant than the man 52.7%. The majority of the respondents were in

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the age of 26-32 year old range. The majority of family income belongs 78% the amount of RS.10001-25000.

7. The frequency of meat consumption

The great majority of respondent declared that they consume chicken relates to easy availability 67%, the second preference of consuming chicken relates to taste 65.3% and 64% of the respondent makes purchase decision relates to price comparing other meat.

8. Knowledge of cooking temperature for storing foods in refrigerator

To avoid the risk of food contamination it is essential to know the knowledge of the respondent how they aware of the knowledge of cooking temperature and storing food in refrigerator 68% of the respondents agree that thoroughly cook the food avoid the illness of food contamination 55.3% of the respondent strongly agree that checking and verifying the temperature of the refrigerator is essential.

9. Conclusion

There are some limitation to this research that provide for future work first, the standard and food safety regulation of the respondent knowledge which makes the intention to purchase second, there is a need of information of food safety education providing in school and college level and also there is a need of consumer education relates to food safety it avoid the risk of food borne illness. Each and every year the risk is increasing due to the high population of urban areas the people move urban areas to search employment opportunity and for school education this will increase the risk of food hygiene.

There is a need of consumer awareness in future each and every person has to get deep knowledge of food safety it is essential to avoid the risk of Food borne illness and all should concentrate for clean and neat surroundings of food purchasing market place and also make safe cooking with the hygiene and also store their food in a safe place that the bacteria and viruses should not give harm to the health.

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