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NAMA NEWS

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Grain Milling Industry Releases New Consumer Educational Food Safety Video for Wheat Flour

Proper Handling and Baking of Flour Eliminates Food Safety Risk

(Arlington, VA – September 6, 2017) The North American Millers' Association (NAMA) and the Canadian National Millers Association (CNMA) today released [a new food safety educational video](#) designed to eliminate the food safety risk associated with wheat flour by educating consumers on proper handling and baking instructions for products containing flour.

“Wheat is a healthy and wholesome grain, and an important part of the global food supply,” said NAMA president and CEO, James A. McCarthy. “From farm to kitchen, the entire wheat industry is committed to best practices for food safety, and this simple and easy to use video is designed to help consumers understand and apply proper handling and baking procedures so they can safely enjoy their favorite baked goods.”

NAMA, CNMA and the U.S. Food & Drug Administration advise flour is made from wheat grown and harvested on the farm, and it is possible for wheat to be exposed to environmental sources of E. coli and other bacteria that may present a food safety risk. Thus, raw flour is not ready to eat, and consumers should not eat or taste raw flour, dough or batter prior to cooking or baking as they can cause illness if harmful bacteria are present. However, proper cooking and baking eliminates the food safety risk associated with E. coli and other bacteria in raw wheat flour, dough and batter.

To download the video please click here:

<https://drive.google.com/file/d/0By1rpl3cULv-OWpodDR2Y2tsZkU/view>

“An informed consumer is a safe consumer when it comes to food safety and at-home baking,” said Gordon Harrison, president of CNMA. “This video will make it easier for consumers to understand and implement a few simple food safety precautions that help protect them and their families.”

The video advises consumers:



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- Flour is a raw ingredient that is made from wheat that comes from a farm and is minimally processed.
- Never eat raw flour, cookie dough or any other raw dough or batter.
- Wash baking utensils and preparation surfaces thoroughly with soap and hot water.
- Always wash your hands after handling raw flour.
- Properly follow baking instructions.
- Only eat foods containing flour after they are properly baked.

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NAMA is the trade association of the wheat, corn, oat, and rye milling industries. Member companies operate mills in 38 states, Canada and Puerto Rico, representing more than 90 percent of total industry production capacity.

CNMA is Canada's national association representing the cereal grain milling industry in Canada.



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