



## **eFoodUSA Announces New President**

eFoodUSA, Inc has named Mr. James Whetstone as President of the company. Jim Whetstone recently held the position of VP of Sales and Marketing and brings over 25 years of Foodservice and Technology experience to the position.



Whetstone has been with eFoodUSA, Inc. since its inception and is one of the founding principles of the company. He has played an instrumental role in the direction and organization of the company and its core website product.

"We have excelled through a time when many in the e-Commerce arena struggled and many ultimately failed," Whetstone stated recently. "Historically, we have doubled our business each year of our

existence. One reason for this is that we have let our industry drive and shape our technology, not the other way around.

We started by involving operator-customers in the initial design and continue to shape the product with industry input."

"As for the future, we are actually at the cusp of an extremely exciting time in our organization. Our real-time National Reporting product has been recently

rolled out to and approved by several National Customers. Again, we are providing a needed tool to our operator-customer that prior to eFoodUSA, they simply could not get. I feel privileged to be guiding our ship during this very exciting time!"

### **In the News:**

- eFoodUSA names James Whetstone new President.
- Three distributors have signed contracts with eFoodUSA during the past quarter.
- eFoodUSA will be at the MUG Mid-Year Conference in Nashville, TN on July 9-10, 2003.
- James Whetstone will also be presenting a talk at this year's MUG Mid-Year Conference.

## **Improved Corporate Website Navigation**

If you have been to our website lately ([www.efoodusa.com](http://www.efoodusa.com)), you may have noticed a few changes. eFoodUSA has redesigned the navigation bar for its corporate website.

All of your linking options are now located in an easy to use menu bar at the top of the page. You may roll over most of the heading options, and further options will drop-down. Click on the options you like, and you are ready to explore our site!

eFoodUSA still has all of its previous homepage links, including About Us, the Demo Website, a Tutorial, Press Releases, Quarterly Newsletters, the Marketing Plan and more, included in the new navigation bar. It also has a couple new sections, including a section called Food

Show Guide that is now available. This section includes suggestions and ideas for a technology booth featuring your eFoodUSA-powered website at your next food show. See the article *New Client Resource: Food Show Information Guide* on page two of this Quarterly Newsletter issue for more information.

Another new page is the testimonials page. Feel free to send in your comments about the eFoodUSA-powered website and we may post it on this new page! You may send your comments via email to [info@efoodusa.com](mailto:info@efoodusa.com) or use the Contact Us page under the Company Info heading of the navigation bar.

Enjoy the improved website and happy surfing!

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## Feature Focus

The E-Mail page is a valuable resource of information for the operator. This section is a convenient directory that can help the operator contact either a specific person or a department within their distributor's company. It also helps the distributor keep themselves accessible for both existing and potential customers.

**"... a convenient resource to help the operator ..."**

The operator can access this page by clicking the E-Mail button in the navigation bar on the left side of their Distributor's eFoodUSA-powered website. The E-Mail page will list a directory of departments or people along with their titles and phone extensions. The distributor's main phone number will also be listed at the top of the page. In addition, the list of names and/or departments can also be e-mail links to write and send an email to that person or department.

The distributor has the option to list only some or all employees and/or departments of the company on this page. They can set up the E-Mail page through their website's Maintenance Index. First, select the "Add New

Contacts" link in the index. Then, enter the appropriate information in the fields provided. Don't forget to enter a sequence number. We recommend using sequence numbers in multiples of 20 (20, 40, 60 etc). This will allow you to display new contacts between existing contacts by using new sequence numbers, ie. 25, 30, 35 etc. Click the Submit button when you are finished with your entry. Select the "Add Another Contact" link to continue adding employee information, or select the "View Contact Information" link to see the existing entries.

To change or delete information on the E-Mail page, select the "Update Existing Contacts" link in the maintenance index. Enter the sequence number found to the left of the person whose information you wish to change or delete in the field provided and click the Process button. Change the information as needed or type the word "Yes" in the last field to delete the entry. Click the Submit button when you are finished.

Watch for our next issue's Feature Focus - The Inventory Section! If you would like to see a particular feature discussed in a future Feature Focus article, please send an email with your request to: [heatherk@efoodusa.com](mailto:heatherk@efoodusa.com).

### New Client Resource: Food Show Information Guide

Thinking about promoting your eFoodUSA-powered website at your next food show? eFoodUSA has created something just for this occasion—a new client resource entitled *A Complete Food Show Information Guide*. This guide is available to eFoodUSA clients both online and in print form.

To access the Food Show Guide online, go to the eFoodUSA home page at <http://www.efoodusa.com> and select the Client Resources option in the navigation bar towards the top of the page. Then click on the Food-show Guide option. You will be prompted for a customer password, which is **fs2003**.

If you would like to request a printed copy of the guide, please call 847-888-3202, or email [info@efoodusa.com](mailto:info@efoodusa.com).

The sections of the Food Show Guide include the following: a checklist of necessary and suggested items to have on hand at your food show booth; a list of important features to mention when customers stop by your booth; ideas, layout and theme suggestions on how to set up your food show booth; and how eFoodUSA can further help you with your food show!

### Food Quiz: Food From Around the World

1. A soup made from beets, often served cold, with sour cream floating on it. (Russia)
2. Sprouting, curled tops of new ferns resembling the head of a violin, eaten in Spring. (Northeast USA)
3. Blowfish, with an organ that contains a deadly toxin, that must be prepared by a licensed chef. (Japan)
4. A highly spiced sausage with oatmeal filler, traditionally cased in a sheep's stomach. (Scotland)
5. Soybean curd. (various countries)
6. Edible, mucilaginous green pods of a tall tropical Asian plant used in soups and as a vegetable. (Africa & Southern USA)
7. A dish comprised of garden snails. (France)
8. Cereal made of hominy, or blanched white corn meal. (Southern USA)
9. Lining of a cow's stomach, often served with onions or as an ingredient in soup/stew. (various countries)
10. Green when unripe, bright orange or red when ripe, this is the hottest pepper known. (Mexico)

ANSWERS: 1. BORSCHT 2. FIDDLEHEADS 3. FUGU  
4. HAGGIS 5. TOFU 6. OKRA 7. ESCARGOT 8. GRITS  
9. TRIPE 10. HABANERO PEPPERS

## TECH Corner

Here is a little internet humor to put a :- ) on your face!

### You Know You're an Internet Addict When...

- You find yourself typing 'com' after every period when using a word processor.com
- You turn off your modem and get this awful empty feeling, like you just pulled the plug on a loved one.
- Your start introducing yourself as 'John at I-I-Net dot com.'
- Your wife drapes a wig over your monitor to remind you of what she looks like.
- All of your friends have an @ in their name.
- You can't call your mother - she doesn't have a modem.
- You move into a new house and decide to Netscape before you landscape.
- You tell the cab driver you live at: <http://123.elm.street/house/bluetrim.html>
- Your spouse makes a new rule: 'The computer cannot come to bed.'
- You start tilting your head sideways to smile :-). #-:(
- Your spouse says communication is important in a marriage, so you buy another computer and install a second phone line so the two of you can chat..."

## Foodborne Illness Peaks In Summer -- Why?

Year after year, we hear and read the same advice: Handle food carefully in the summer because food-borne illness -- also known as "food poisoning" -- is more prevalent in warmer weather. Do foodborne illnesses increase during the summer months? If so, why?

Yes, foodborne illnesses do increase during the summer, and the answer appears to be twofold. First, there are the natural causes. Bacteria are present throughout the environment in soil, air, water, and in the bodies of people and animals. These microorganisms grow faster in the warm summer months. Most foodborne bacteria grow fastest at temperatures from 90 to 110°F. Bacteria also need moisture to flourish, and summer weather is often hot and humid.

Given the right circumstances, harmful bacteria can quickly multiply on food to large numbers. When this happens, someone eating the food can get sick.

Second, there are the "people" causes for the upswing in summertime foodborne illnesses. Outside activities increase. More people are cooking outside at picnics, barbecues, and on camping trips. The safety controls that a kitchen provides -- thermostat-controlled cooking, refrigeration, and washing facilities -- are usually not available.

Fortunately, people seldom get sick from contaminated food because most people have a healthy immune system that protects them not only from harmful bacteria on food, but from other harmful organisms in the environment. At the same time, FSIS, other government agencies, and food producers go to great lengths to keep food safe. And, of course, consumers can protect themselves at home with proper refrigeration and thorough cooking of perishable food.

We know foodborne illness increases in warm weather. We also know that consumers can Fight BAC!® by following these four simple steps to safer food in the summertime.



### Clean: Wash Hands and Surfaces Often.

*Unwashed hands are a prime cause of foodborne illness.*

- Wash your hands with hot, soapy water before handling food and after using the bathroom, changing diapers, and handling pets.
- When eating away from home, find out if there's a source of potable (safe drinking) water. If not, bring water for preparation and cleaning. Or pack clean, wet, disposable washcloths or moist towelettes and paper towels for cleaning hands and surfaces.

### Separate: Don't Cross-Contaminate.

*Cross-contamination during preparation, grilling, and serving food is a prime cause of foodborne illness.*

- When packing the cooler chest for an outing, wrap raw meats securely; avoid raw meat juices from coming in contact with ready-to-eat food.
- Wash plates, utensils, and cutting boards that held the raw meat or poultry before using again for cooked food.

### Cook: Cook to Proper Temperatures.

*Food safety experts agree that food is properly cooked when it is heated for a long enough time and at a high enough temperature to kill harmful bacteria that cause foodborne illness.*

- Take your thermometer along. Meat and poultry cooked on a grill often browns very fast on the outside, so be sure that meats are cooked thoroughly. Check them with a food thermometer.
- Cook beef, veal, and lamb steaks, roasts, and chops to an internal temperature of 145°F for medium rare, 160°F for medium or 170°F for well done. Cook steaks and roasts that have been tenderized, boned, rolled, etc., to an internal temperature of 160°F. Cook all cuts of fresh pork to an internal temperature of 160°F.



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## **Foodborne Illness Peaks In Summer -- Why?** *...continued from page 3*

- Cook ground beef, veal, lamb, and pork to an internal temperature of 160°F. Cook ground poultry to an internal temperature of 165°F.
- Cook whole poultry to 180°F in the thigh; breast meat to 170°F.
- Cook meat and poultry completely at the picnic site. Partial cooking of food ahead of time allows bacteria to survive and multiply to the point that subsequent cooking cannot destroy them.

### **Chill: Refrigerate Promptly.**

*Holding food at an unsafe temperature is a prime cause of foodborne illness. Keep cold food cold!*

- Cold refrigerated perishable food like luncheon meats, cooked meats, chicken, and potato or pasta salads should be kept in an insulated cooler packed with several inches of ice, ice packs, or containers of frozen water.
- Consider packing canned beverages in one cooler and perishable food in another cooler because the beverage cooler will probably be opened frequently.
- Keep the cooler in the coolest part of the car, and place in the shade or shelter, out of the sun, whenever possible.
- Preserve the cold temperature of the cooler by replenishing the ice as soon as it starts melting.
- If a cooler chest is not an option, consider taking fruits, vegetables, hard cheeses, canned or dried meats, dried cereal, bread, peanut butter, crackers, and a bottle of refreshing beverage.

- Take-out food: If you don't plan to eat take-out food within 2 hours of purchase, plan ahead and chill the food in your refrigerator before packing for your outing.

- Leftovers?
- Food left out of refrigeration for more than 2 hours may not be safe to eat. Above 90°F, food should not be left out over 1 hour. Play it safe; put leftover perishables back on ice once you finish eating so they do not spoil or become unsafe to eat.

**If you have any doubts, throw it out.**

**For additional food safety information about meat, poultry, or egg products, call the toll-free USDA Meat and Poultry Hotline at 1 (888) MPHotline; for the hearing-impaired (TTY) 1 (800) 256-7072. The Hotline is staffed by food safety experts weekdays from 10 a.m. to 4 p.m. Eastern time. Food safety recordings can be heard 24 hours a day using a touch-tone phone.**

**The media may contact the USDA Meat and Poultry Hotline at (301) 504-6258.**

**Information is also available from the FSIS Web site: <http://www.fsis.usda.gov>**

**The USDA is an equal opportunity provider and employer.**

### **For Further Information Contact:**

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