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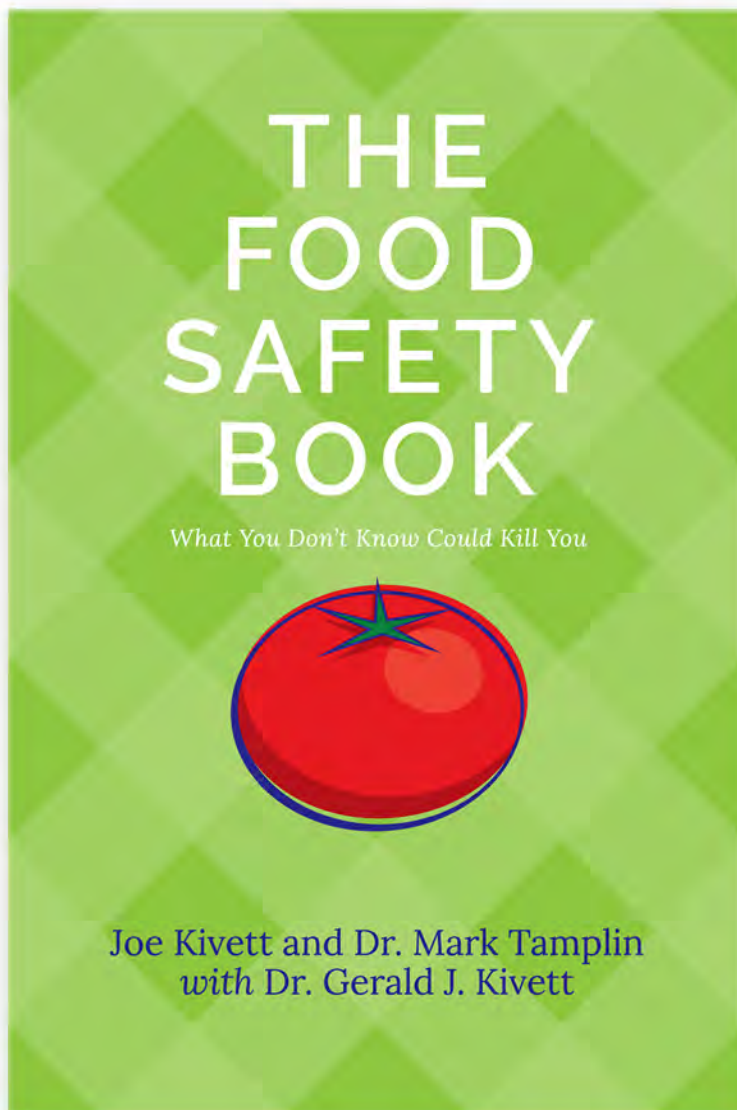
✦ Constant Rose Publishing announces

# The Food Safety Book

What You Don't Know Could Kill You

by Joe Kivett, Dr. Mark Tamplin, with Dr. Gerald J Kivett

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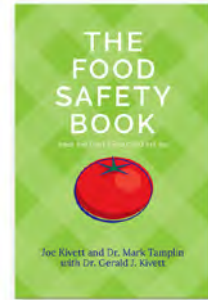
# For Immediate Release

# The Food Safety Book

What You Don't Know Could Kill You

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**The perfect kitchen companion that makes buying, storing, and prepping food easier and safer for everyone**

After spending his bachelor years calling his mom for help in the kitchen, Joe Kivett decided to take matters into his own hands. His new book, *The Food Safety Book*, offers answers to just about every food safety, quality, and storage-related question anyone might have. From tips on how to choose the best produce to creating a clean environment to thawing food safely to understanding foodborne illness, this new book is the perfect kitchen aid to help keep you, your family, and your guests happy, healthy, and safe.

For the past 25 years, Kivett and his company, *Kivett Productions*, have created some of the world's most exciting stadium card stunts for events including the Super Bowl 50 Halftime Show and MLB World Series games. But that didn't mean Kivett had his act together in the kitchen. As a culinary "average Joe" researching answers to his own questions about food longevity and storing fruits and vegetables, Kivett's fact-finding led to more and more important information on sanitizing the kitchen and proper cooking temperatures, which formed the foundation for his work on *The Food Safety Book*.

Ultimately, Kivett teamed up with Dr. Mark Tamplin, a professor and renowned foodborne pathogen scientist with expertise in food safety, who became a co-author. Over a 30-year international career with universities and governments, Dr. Tamplin's research has explored how pathogens exist in the environment and food, and how they cause disease in humans.

Facts were culled from a variety of sources, including the Food Marketing Institute (FMI), the World Health Organization (WHO), the Centers for Disease Control (CDC), the United States Department of Agriculture (USDA) and, of course, Dr. Tamplin. The end result is a book that includes not only some of the basics of food safety but also tips that can help make the kitchen a much safer place. "We

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*continued*

hope to help many people avoid food poisoning, and maybe even save some lives,” says Kivett. “Food should be enjoyable, not dangerous.”

The book covers three key themes: food safety, food quality, and food longevity. The chapters are sequenced to mimic the way most consumers encounter food—choosing it in the grocery store, bringing it home, properly storing it in a clean cooking environment until it’s used, and identifying foodborne illness. There is also information about holiday food safety, food in the great outdoors, and food guidelines for when traveling abroad.

Serving as the perfect kitchen helper, the book features a comprehensive 41-page “A to Z” Guide with more than 375 entries on selecting and storing over 75 fruits and vegetables, and over 20 storage and longevity charts for bakery items, frozen foods, refrigerated foods, fresh foods, shelf and shelf-stable foods, and even spices.

The final topic, written by Kivett’s father, Dr. Gerald J. Kivett, a family physician, addresses the subject of foodborne illness, as well as how to prevent, identify, and treat it. Having been in practice for over 35 years, Dr. Kivett has seen a great number of food poisoning cases that could have been avoided with basic proper food safety knowledge. In fact, the CDC estimates that 48 million Americans are affected by foodborne illness each year, 128,000 are hospitalized, and about 3,000 die.

Kivett hopes readers will take away two important messages: first, never keep perishable foods in the Danger Zone—between 40° and 140°F (the birthplace of all bacteria)—for more than two hours. Second, “when in doubt, throw it out.”

As we head into the holiday season, now is the perfect moment for everyone who enjoys spending time in the kitchen to learn and remember how to stay safe and healthy before, during, and after a meal.

*The Food Safety Book* is available in print at [Amazon.com](https://www.amazon.com) for \$13.99, and also for [Kindle](https://www.amazon.com), [Nook](https://www.amazon.com), and [iPad](https://www.amazon.com) for \$9.99.

Contact: Mary Pietromonaco at [mp@constantrose.com](mailto:mp@constantrose.com) and/or 917-855-7587.

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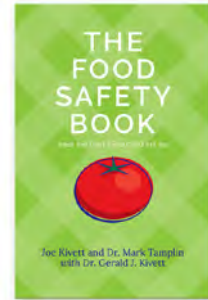
# Fact Sheet

# The Food Safety Book

## What You Don't Know Could Kill You

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Buying, storing, and preparing food can be overwhelming for anyone who isn't a professional chef. That's where *The Food Safety Book* comes in. Author Joe Kivett began writing the book to answer his own questions regarding food expiration, but he found that a more in-depth guide to the topic of food safety was needed to help answer important questions regarding proper food storage and avoiding foodborne illness (a chapter specially written by Kivett's father, a family physician). Kivett also teamed up with Dr. Mark Tamplin, an internationally recognized foodborne pathogen scientist, to co-author the book.

Readers will benefit from a plethora of food safety knowledge and tips, including:

- **Learning how to read and understand product dating.**  
If stored properly (38°-40°F), milk will remain fresh for up to five days beyond its shelf-removal date. However, "when in doubt, throw it out." If you're not sure that your food is safe to consume, dispose of it!
- **Storing fruits and vegetables.**  
Store vegetables away from fruit in the refrigerator. Keep apples and bananas away from other produce (unless you want to speed up ripening).
- **Cleaning and sanitizing.**  
According to the CDC, the primary source of norovirus (responsible for 58 percent of all foodborne illness) comes from infected people who do not wash their hands after using the bathroom. Be sure to carefully wash your hands with soap and water for at least 20 seconds.
- **Thawing food safely in the refrigerator.**  
Plan ahead and allow 24 hours per five pounds of frozen meat. Food that has been

thawed in the refrigerator is safe to refreeze without cooking; however, some foods may lose their flavor.

- **Transporting and storing hot food on camping trips.**  
Use an insulated chest and keep food hot until it's consumed.
- **Receiving mail order food.**  
Always check mail order packages for leaks, dents, or other damage. When storing mail order food, be sure to read the manufacturer's label to determine the proper storage location.
- **Learning how to prevent, recognize, and treat foodborne illness.**  
Never keep perishable foods in the Danger Zone—between 40° and 140°F (the birthplace of all bacteria)—for more than two hours.

*The Food Safety Book* is available in print at [Amazon.com](https://www.amazon.com) for \$13.99, and also for [Kindle](https://www.kindle.com), [Nook](https://www.nook.com), and [iPad](https://www.apple.com/ipad) for \$9.99.

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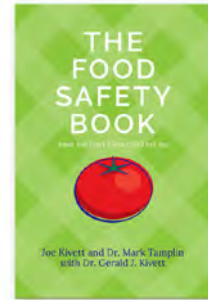
# Holiday Tips

# The Food Safety Book

What You Don't Know Could Kill You

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## Keeping your food, family, and friends safe

Holidays are a great time for bringing together family and friends and, of course, for enjoying large quantities of home-cooked food. But it's important to pay close attention to food storage, handling, and preparation during these exciting and hectic times. The Food Safety Book devotes an entire chapter to holiday food safety to ensure these joyous occasions stay that way before, during, and after the meal.

Here are a few tips from the book to ensure a healthy and happy holiday season:

**TIP:** When in doubt, throw it out. Don't ponder about getting rid of leftover pie that's been in the fridge for a week; eighty-six it!

**TIP:** When thawing a turkey in the fridge, plan ahead. Allow 24 hours per five pounds of meat.

**TIP:** The safest way to prepare stuffing is to cook it outside of the bird.

**TIP:** Store meat separately from other foods, even separating the turkey from the stuffing and gravy.

**TIP:** Consume ham slices within three to four days and a whole ham within a week.

**TIP:** Leftover turkey and stuffing should be consumed within three to four days, and gravy within one to two days. Leftovers can be kept around longer if they are frozen.

**TIP:** Avoid storing potatoes in the refrigerator or in light as this may alter the taste.

**TIP:** Cook reheated leftovers until they are steaming hot or boiling. A food thermometer should be

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*Holiday Tips continued*

used to confirm that the temperature reaches at least 165°F.

**TIP:** When receiving mail order food, always check packages for leaks, dents, or other damage. When storing mail order food, be sure to read the manufacturer's label to determine the proper storage location.

**TIP:** Never keep perishable foods in the Danger Zone—between 40° and 140°F (the birthplace of all bacteria)—for more than two hours.

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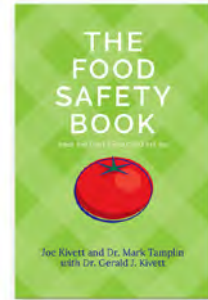
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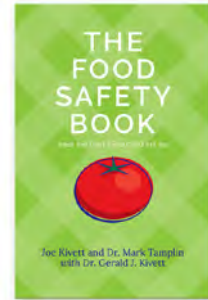
# Authors' Bios

# The Food Safety Book

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### **Joe Kivett, Co-Author**

Before becoming a published author, Kivett worked at Walt Disney Entertainment for 16 years, where he produced stage shows and special events. In 1991, Kivett founded his own production company, Kivett Productions, which organizes stadium card stunts worldwide.

For the past 25 years, Kivett and his team have been creating world-class stadium card stunts for major sporting events including Super Bowl Halftime Shows, MLB World Series games, NASCAR races, Australian Football League (AFL) Grand Final, and corporate clients such as Boeing and the United States Treasury Department.

Ultimately, food safety became a passion for him. Thus, *The Food Safety Book* was born, a must-have kitchen aid educating and helping others with food quality, food safety, and food storage. Kivett received a BA in speech communications and a BS in broadcast journalism from the University of Florida, and lives in downtown Orlando with his wife and daughter. They enjoy cycling, hiking, and of course, grocery shopping together.

### **Dr. Mark Tamplin, Co-Author**

Dr. Tamplin holds a PhD in Medical Sciences, specializing in Microbiology & Immunology. Over a 30-year international career working as a university researcher and advisor to government agencies, his research has explored how pathogens exist in the environment and food, and then how they cause disease in humans. Tamplin's work has been published in over 110 scientific articles and a dozen books. With his expertise in food safety and enthusiasm to educate, becoming co-author of *The Food Safety Book* was a natural fit.

He has been appointed by the U.S. Secretary of Agriculture to serve on the National Advisory Committee on Microbiological Criteria for Foods. Early in 2016, Dr. Tamplin blended his extensive knowledge of science with adventure in [Phage](#), the first novel in his science thriller trilogy.

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*Authors' Bios continued*

Dr. Tamplin grew up in West Virginia and now splits his time between Atlanta and Australia. For more information about Dr. Tamplin, visit his website [marktamplin.com](http://marktamplin.com).

**Dr. Gerald J. Kivett, Contributing Author**

After earning his Wings of Gold with the U.S. Navy flight program in 1966, Dr. Kivett flew with Patrol Squadron Five in Jacksonville, FL, the fourth oldest squadron in the U.S. Navy. Discovering a passion for teaching and an interest in the medical field, Dr. Kivett returned to school and received his Doctor of Medicine degree from the University of Florida. Following six years of employment at two Naval Hospitals, he left active duty in the Navy and started his private practice in Orlando in 1984. Dr. Kivett eventually retired from the Navy with the rank of Captain after 24 years of service.

Educating his patients on a healthy lifestyle is an important aspect of his practice today and he was pleased to write the chapter on foodborne illness in his son's first published book, *The Food Safety Book*. Dr. Kivett is an associate professor of Family Medicine, Florida State College of Medicine and he continues to stamp out disease as a family practice Doctor in Orlando today.

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