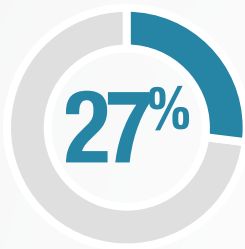


Confusion about food label dates can impact health and wallets

CONSUMERS ARE CONFUSED BY THE VARIOUS DATES ON FOOD PACKAGING, ACCORDING TO A SURVEY CONDUCTED BY GLOBAL PUBLIC HEALTH ORGANIZATION NSF INTERNATIONAL.

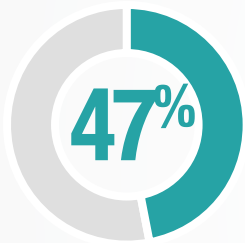
Confusion around these dates can cause consumers to keep food too long and expose themselves to foodborne illness.



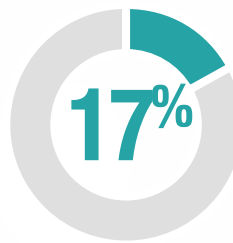
don't throw away food past the expiration date

The worst offenders are middle age and older consumers:
40% of consumers aged 55-64, **37%** of consumers aged 65+.

Only **19%** of consumers throw out food based on the date on the label. Many use sight and smell to determine the safety and quality of their food.

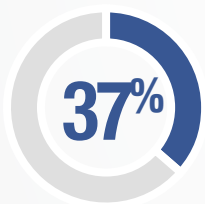


throw food out when they see mold or texture changes

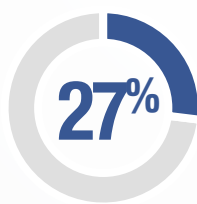


throw food out when it starts to smell odd

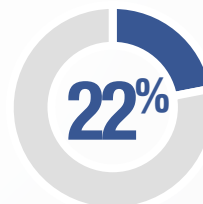
Produce, uncooked meat and dairy products pose the greatest food safety threat when kept too long, yet some still ignore the dates on these products.



keep produce past the label date



keep uncooked meat past the label date



keep dairy products past the label date

Confusion around dates on food can also cause consumers to waste good food.



throw out food past its sell by date, when it is usually still safe to eat

The worst offenders are younger consumers:
45% of consumers aged 18-34, **37%** of consumers aged 35-44



For tips on food dates and proper food storage, visit [nsf.org/consumer](https://www.nsf.org/consumer).