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USDA Launches New Food Safety E-mail Subscription Service

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WASHINGTON, Oct. 13, 2004 - The U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS) today launched a new e-mail subscription service. This service will give citizens automatic and customized access to selected food safety news and information.

"This Administration remains committed to protecting public health and this service will guarantee our customers quick access to food safety information," said Under Secretary for Food Safety Dr. Elsa Murano. "This service enables customers to choose the topics important to them and stay updated whether or not they visit this Web site regularly."

This service allows FSIS customers to sign up for 21 initial subscription options across eight categories. Options range from recalls to export information to regulations, directives and notices. Additional subscription options will be added based on demand. Customers can add or delete subscriptions themselves and will have the option to password protect their account. To subscribe, customers can visit the FSIS Web site at <http://www.fsis.usda.gov> or directly subscribe from http://www.govdocs.com/service/multi_subscribe.html?code=USFSIS.

In January 2004, Agriculture Secretary Ann M. Veneman started an ambitious program to enhance USDA's electronic government capabilities consistent with President Bush's management agenda. In January, USDA rolled out a redesigned Web site to improve functionality and ease. In April, USDA's FSIS launched its newly designed, customer-focused Web site to help customers find food safety information faster and more easily. The FSIS site features "Karen" the virtual FSIS representative, who instantly answers questions about safely storing, preparing and handling meat, poultry and egg products 24 hours a day from anywhere in the world. Access to this Web site also is available through [My USDA](#).

The e-mail subscription service will help broadcast important information and keep the American public up-to-date on topics from food safety preparation and cooking to successful declines in foodborne pathogens.

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