

WHAT IS PINK SLIME?

- A 100% beef based food additive also known as **lean finely textured beef**.
- Used to describe the least expensive, leanest types of ground beef – trimmings and fat that have been treated with ammonia to kill bacteria.
- Manufactured by Beef Products, Inc.
- Available for human consumption since 2001, once only used for dog food and cooking oil



HOW DO I KNOW IF I HAVE EATEN PINK SLIME?

- The meat has been widely used commercially, it could be found in school lunches, fast food burgers, restaurants and even at your local market.
- A March 2012 study discovered **70% of all ground beef sold in the U.S. contains the filler.**
- Ground beef could contain up to 15% pink slime and still be labeled as 100% beef by USDA standards.



**PINK SLIME AT
WHOLE FOODS
MARKET™?**

**NOT NOW
NOT EVER**

All beef in our meat department comes from cattle raised to standards that require no added hormones and no antibiotics, ever.

global animal WELFARE RATING

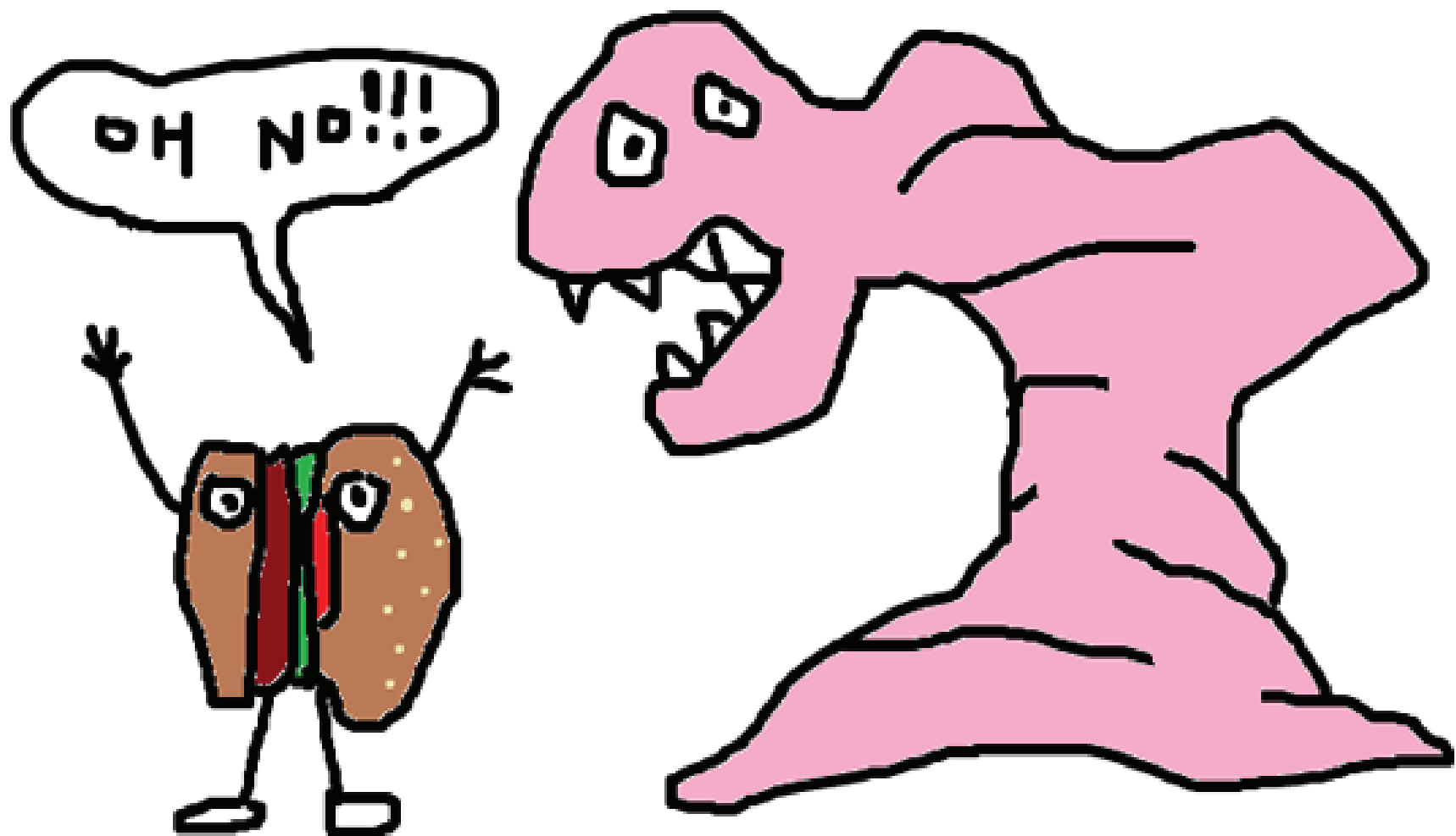
WHOLE FOODS

IS PINK SLIME SAFE?

- Deemed “safe and nutritious” by the USDA and Beef Products, Inc.
- Former USDA scientist, Gerald Zirstein, defines pink slime as a salvage product rather than meat.
- Not proven to be hazardous, however, does contain low quality scraps of beef and ammonia.
- Public scare has influenced corporations to change their policies with pink slime. Safeway, Costco, McDonalds, Burger King and Taco Bell are now pink slime-free, Wal-Mart and Sam’s Club will offer a pink slime-free option but will continue to sell the additive. Establishments such as Wendy’s, In N Out and Whole Foods have never used it.
- Already banned internationally, in Canada, the UK and European Union



Beware of the Pink Slime Monsters!



ATTACK OF THE PINK SLIME!

Objective: To inform the public about pink slime, explaining what it is, should it be served and where it is sold. My campaign will recognize Bay Area establishments that are pink slime-free, recognizing them by listing them in a data base, and placing a certified sticker within the restaurant. This campaign also will raise the question of what other food additives are inside the processed foods we eat.

Deliverables:

- Website:** Database of pink slime-free establishments
- Video:** showing commercial use and what pink slime is
- Posters and stickers:** Given to establishments to certify business as pink slime-free

Audience: Those who are conscious about what artificial and processed products we consume. Ideal for San Francisco, which is full of food snobs, vegetarians and healthy eaters.

ATTACK OF THE PINK SLIME!

Single Message: Pink slime, also known as lean finely textured beef, is a beef based food additive that's has been used as an inexpensive filler in beef-based products since 2001, pink slime has been deemed safe by Beef Products Inc. and the USDA, however it has already been banned in many countries and boycotted by companies dues to low quality and the use of ammonia during processing. Consumption has also drastically lowered due to negative press and effective campaigning. Recently anti-pink slime and awareness campaigns have been one of the most successful commercialized movements. My campaign will continue what has been started by raising public awareness about what pink slime is, what companies use it and what additives are unknowingly added to our processed foods.