E. coli with a side of fries? The real safety risk of the increasing trend for pink burgers in the U.K.

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CONCLUSION

- Core temperatures, redness and total ACC were shown to correlate to cooking time, with the well-done sample achieving a core temperature of >70°C.
- The trend towards pink burgers was confirmed, with only 34% of the survey participants choosing the ‘safe-to-eat’ or well-done burgers.
- The survey identified a gap in knowledge in food safety from the participants with no food safety qualifications, with 33% of them having never heard of the UK Food Standards Agency.
- Providing the FSA guideline about cooking and eating safe burgers had a significant (p<0.05) impact on the participants choices, with a 12.3% shift in their preferences towards burgers cooked to a greater degree.