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# SELL-BY DATES

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How long will that food actually last?

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## “Sell By” Tips and Tricks

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Here are some key points to remember, especially with perishable refrigerated items...

- For the freshest product, buy the “youngest” options available.
- Keep these foods refrigerated. Store coolers in your car to keep the food as cold as possible before it gets home.
- Refrigerate the food immediately once you get home.
- Freeze perishable foods if you’re unable to eat them within a reasonable amount of time.

If the food has any kind of off odor, flavor, or appearance, pitch it.

## What Does the Date Mean?

Fresh refrigerated products like milk, meats, fish, and poultry are perishable. Most have “sell by” dates. Stores must sell these products by the printed dates or discard them.

Packages frequently have words like “best by” or “use by” on them. Note that they don’t say “do not eat” after the date. Those dates are provided by the companies as a way for you to judge the quality and freshness of the product. Putting these dates on packages is entirely at the discretion of the manufacturer.

“Sell by” dates should be taken seriously, especially with fresh items. However, these “sell by” dates do not mean that the food in your refrigerator needs to be destroyed after this date.

