

SHI PIN ANQUAN

食 品 安 全

食品安全 人人有责 健康你我

民以食为天
食以安为先

消费日报社 宣

The poster features a large, stylized Chinese character '食' (shí, meaning food) in the center. The character is composed of various fresh vegetables and fruits, including red chili peppers, tomatoes, purple eggplants, green apples, and leafy greens. Above the character, the words 'SHI PIN ANQUAN' are written in a vertical stack, followed by the Chinese characters '食 品 安 全' (Food Safety) in a large, bold font. Below the character, the slogan '食品安全 人人有责 健康你我' (Food safety is everyone's responsibility, health for all) is written in a smaller font. At the bottom, the traditional Chinese proverb '民以食为天 食以安为先' (Food is the people's heaven, safety is food's first) is displayed in a large, elegant font. The background is a light beige color with faint, repeating outlines of various food items like dumplings, pizzas, and fruits. The entire poster is framed by a thick red border.