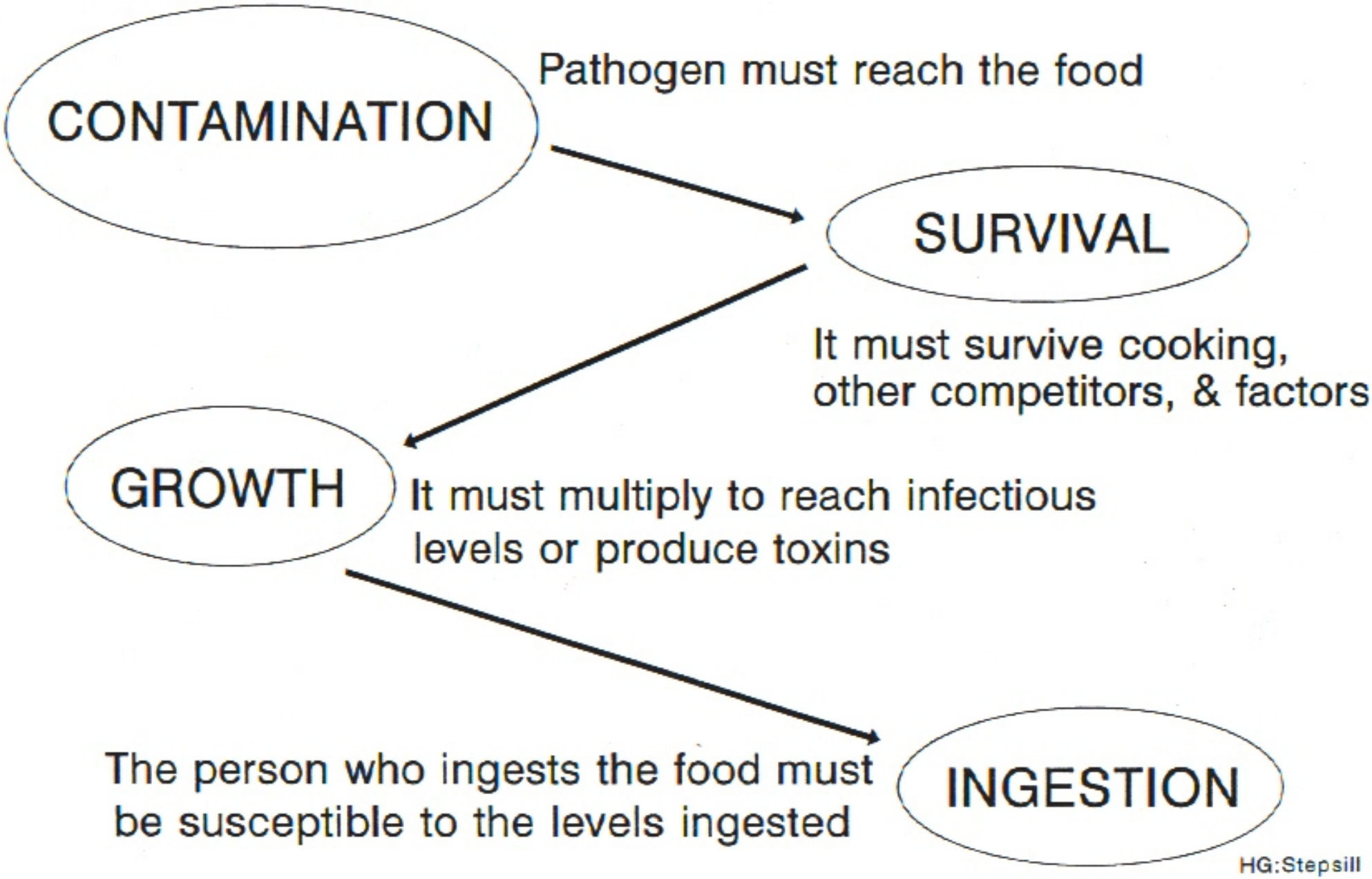EVENTS THAT LEAD TO BACTERIAL FOODBORNE ILLNESS