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January 28, 2005

Docket Clerk
US Department of Agriculture
Food Safety and Inspection Service
300 12th St, SW
Room 102 Cotton Annex
Washington, DC 20250

97-013F
97-013F-3
Sylvia Rowe, David Schmidt,
Joan Rothenberg

[Docket No. 97-013F]
Control of *Listeria monocytogenes* in Ready-to-Eat Meat and Poultry Products;
68 *FR* 34207; June 6, 2003.

Dear Sir or Madam:

The International Food Information Council (IFIC) Foundation is pleased to have the opportunity to share a study we conducted to measure consumer interpretation of additional label statements designed "to inform consumers about measures that have been taken to ensure the safety of the products and thus allow consumers to select such products in preference to others" (68 *Federal Register* 34220). The IFIC Foundation in collaboration with USDA FSIS agreed to test several different informational statements to understand the impact such labeling has on consumer perceptions of food safety. The research report, entitled "Food Safety Labeling Claims Study," is attached for your reference.

This study showed that inclusion of additional label statements on the label goes beyond informing consumers about the safety of the products. It is not always clear that the use of such statements offer benefits to consumers since they may cause confusion within the marketplace. Consumers expect the products they purchase to be safe. The study revealed that use of such statements could have an unintended effect by decreasing consumer confidence in the safety of foods.

As you may know, the mission of the International Food Information Council Foundation is to communicate science-based information on food safety and nutrition to health and nutrition professionals, educators, journalists, government officials and others providing information to consumers. The IFIC Foundation conducts an extensive amount of consumer research to better understand the public's knowledge and attitudes on nutrition and food safety so that our communications meet the needs of our target audiences.

Food safety information can assist consumers in the purchase, preparation, handling and consumption decisions that promote a safe and enjoyable diet. This study highlights the fact that these food safety messages on the label, no matter how well intended, may not achieve this goal.

- No informational statement tested performed either significantly or directionally better than control product with the USDA mark of inspection in elevating purchase intent. In fact, two of the statements actually reduced purchase intent, either directionally or significantly. The study indicates that the tested statements do not appear to increase purchase intent or consumer confidence in the safety of the labeled products. Specifically, the general population showed less interest in products with a "pregnant/immune" claim while the Pregnant Population showed less interest in products with a "processed to..." claim.

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- Only a very small segment of the general population felt that enhanced food safety was an important reason to purchase a product. Additionally, a higher percentage of consumers felt that these labels, some of which noted the specific post lethality treatment would be reasons not to buy a particular product.

- As with purchase intent, in general, most statements do not enhance consumer perceptions of food safety compared to control. All statements were numerically more likely to have consumers feel safe eating the product after the "use-by" date stated on the package. This was most significant for test statement No.1 [USDA Mark of Inspection-Formulated to enhance food safety] and test statement No.5 [USDA Mark of Inspection-Processed to further enhance food safety]. The USDA mark did clearly engender more confidence than a test product with no mark of inspection.

- In summary, the results of the study demonstrate that consumers expect the products they purchase to be safe. The results may also indicate that the use of labels with certain food safety information may drive some consumers away from the category. Statements may also have the opposite intended effect by encouraging consumption of the products beyond the "use by date." None of the statements were perceived to be better than current products with the USDA mark of inspection and no additional statement. Thus, the tested informational statement labels may not communicate food safety information as well as the current mark of inspection. Such statements may confuse consumers and result in poor food safety behaviors.

Thank you for this opportunity to share our research and we look forward to answering any questions you may have.

Sincerely,

Sylvia Rowe
President and CEO

David B. Schmidt
Executive Vice President

Joan R. Rothenberg
Director Food Science

Attachment

IFIC International Food Information Council Foundation

Food Safety Labeling Claims Study

DECEMBER 2004

Conducted by:
Cogent Research, LLC

www.cogentresearch.com

COGENT RESEARCH

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OBJECTIVES

The FSIS published an interim final rule on control of *Listeria monocytogenes* in ready to-eat meat and poultry products (9 CFR 430). The provision in 9 CFR 430 states: An establishment that controls *Listeria monocytogenes* by using a post-lethality treatment or an antimicrobial agent or process that eliminates or reduces, or suppresses or limits growth of the organism may declare this fact on the product label provided that the establishment has validated the claim.

The International Food Information Council Foundation is interested in understanding the impact such labeling has on consumer perceptions of food safety.

To achieve this objective, Cogent Research conducted a study to address the following issues:

1. **Assess current pre-packaged and deli lunchmeat purchasing behavior**

2. **Evaluate the impact of seven statement scenarios on likelihood to purchase and perceptions of product safety. Scenarios included:**
   - **Five statements**
   - **USDA Mark of Inspection only (control)**
   - **No mark/No statement**

3. **Evaluate the five statements in terms of awareness, clarity, and importance**

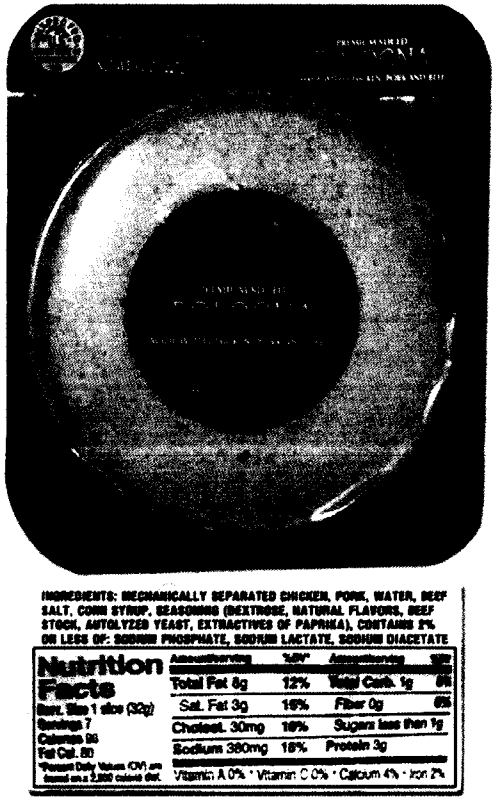
METHODOLOGY

METHODOLOGY	**Web survey utilizing a monadic design to test seven statement scenarios. Specifically:** – Each respondent was exposed to one statement scenario included on one of three product packages (turkey, bologna, or hot dogs selected at random with preference given to products purchased). – Each respondent then was asked a series of questions about the specific statement scenario. – Then each respondent was asked to compare that same statement scenario to the control scenario (USDA Mark of Inspection and no statement).
MARKETS	**United States** **Email sample, from an opt-in panel provided by Greenfield Online, was balanced to the census prior to fielding**
POPULATION	**Primary Household Shoppers who purchase pre-packed lunch meat in the:** – General population – Pregnant population (defined as women trying to get pregnant, currently pregnant, or given birth within the past year) – Elderly population (defined as 60 years of age or older)
QUALIFICATIONS	**Primary household shoppers who purchased pre-packaged meats (lunchmeat or hot dogs/sausages) within the past six months**
DATA COLLECTION PERIOD	**October 19 – November 1, 2004**
SAMPLE SIZE (ERROR)	**General population: n=1050 (± 3.0 pp)** **Pregnant women: n=567 (± 4.1 pp)** **Elderly: n=693 (± 3.7 pp)**
FORCED RESPONSE	**All questions**

METHODOLOGY

	STATEMENT SCENARIOS:
	USDA Mark of Inspection Formulated to enhance food safety
	USDA Mark of Inspection Formulated to further enhance food safety
	USDA Mark of Inspection Contains sodium lactate and sodium diacetate to enhance food safety
	USDA Mark of Inspection If you are pregnant or immune suppressed, heat this product thoroughly before eating
	USDA Mark of Inspection Processed to further enhance food safety
CONTROL	USDA Mark of Inspection (No statement)
	(No USDA Mark of Inspection) (No statement)

METHODOLOGY



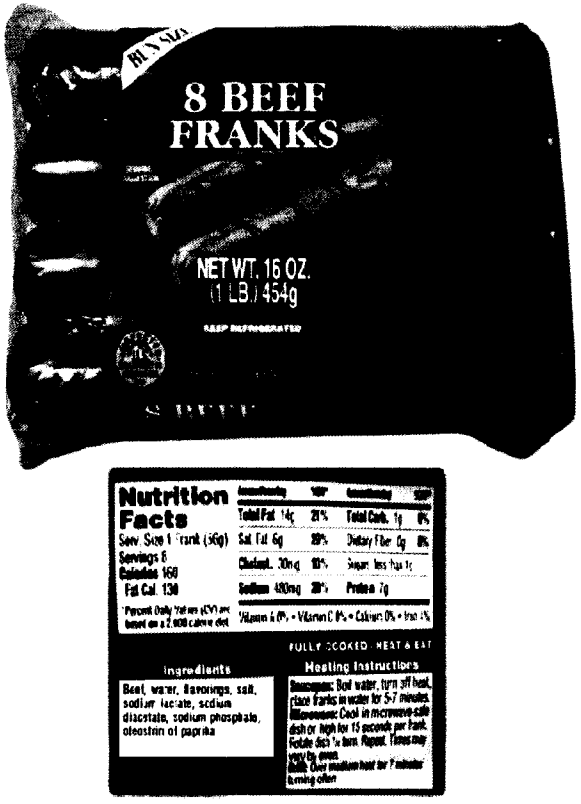
INGREDIENTS: MECHANICALLY SEPARATED CHICKEN, PORK, WATER, BEEF SALT, CORN SYRUP, SEASONING (DEXTROSE, NATURAL FLAVORS, BEEF STOCK, AUTOLYZED YEAST, EXTRACTIVES OF PAPRIKA), CONTAINS 2% OR LESS OF: SODIUM PHOSPHATE, SODIUM LACTATE, SODIUM DIACETATE

Nutrition Facts

Serv. Size 1 slice (32g)
Servings 7
Calories 90
Fat Cal. 80

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 8g	12%	Total Carb. 1g	0%
Sat. Fat 3g	15%	Fiber 0g	0%
Cholest. 30mg	10%	Sugars less than 1g	
Sodium 380mg	16%	Protein 3g	

Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 2%



Nutrition Facts

Serv. Size 1 Frank (56g)
Servings 8
Calories 160
Fat Cal. 130

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 14g	21%	Total Carb. 1g	0%
Sat. Fat 6g	29%	Dietary Fiber 0g	0%
Cholest. 70mg	23%	Sugars less than 1g	
Sodium 480mg	20%	Protein 7g	

*Percent Daily Values (DV) are based on a 2,000 calorie diet

Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 2%

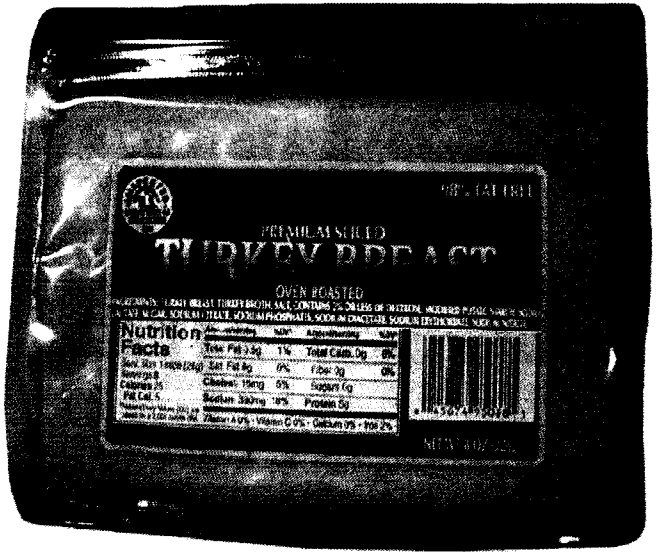
FULLY COOKED. HEAT & EAT

Ingredients

Beef, water, flavorings, salt, sodium lactate, sodium diacetate, sodium phosphate, oleoresin of paprika

Heating Instructions

Stovetop: Boil water, turn off heat, place franks in water for 5-7 minutes. Microwave: Cook in microwave-safe dish on high for 15 seconds per frank. Rotate dish ¼ turn. Repeat. Times may vary by oven. Over medium heat for 7 minutes, turning often



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COGENT RESEARCH

- **OBJECTIVES & METHODOLOGY**
- **RESEARCH FINDINGS**

➡ Current Behavior
  - General Food Choices
  - Pre-packaged Meat Choices
  - Deli Meat Choices
  - Food Safety Information

  Statement Impact

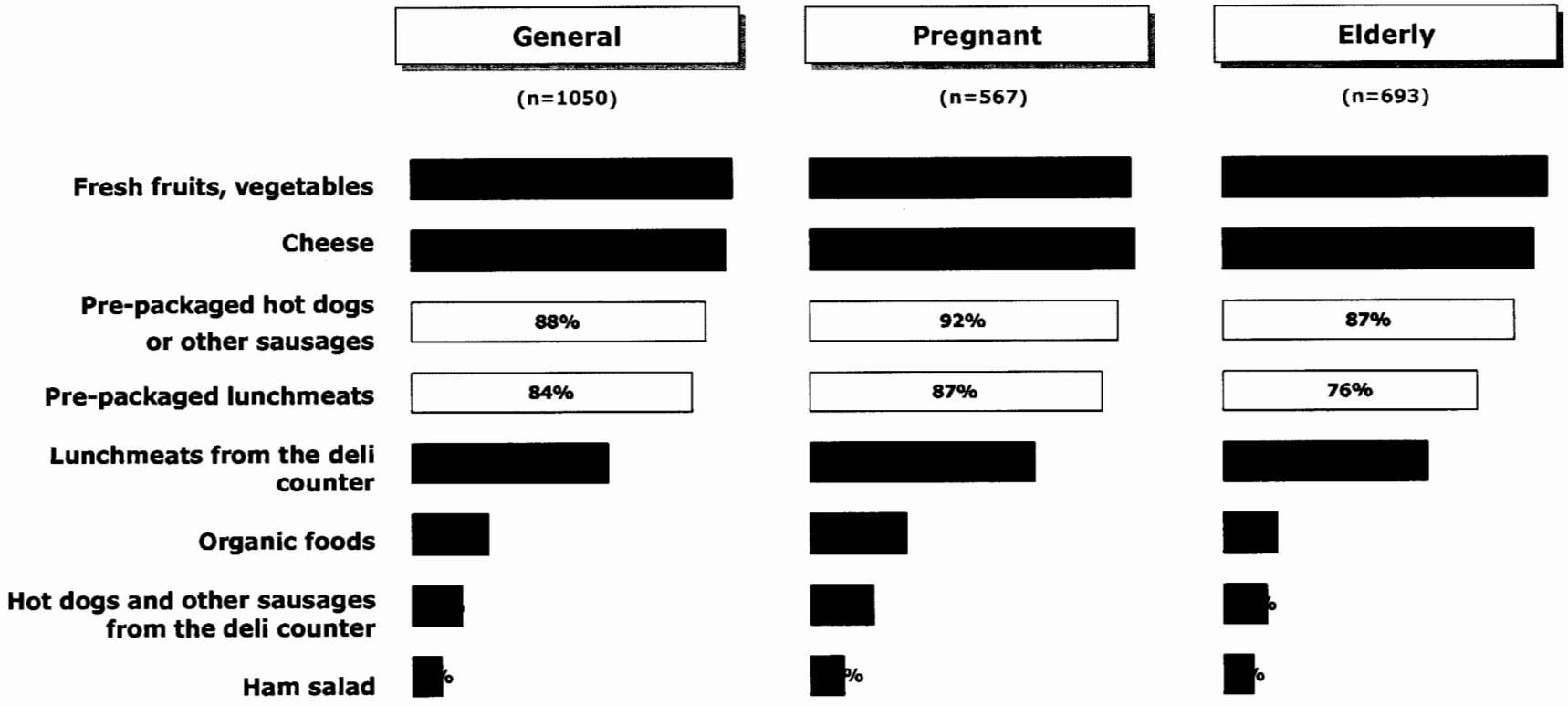
  Statement Evaluation

- **APPENDIX**

NOTE: In reviewing the following slides, please note that all differences that are statistically significant (i.e., we are confident the differences are true for the population in question) are noted. Any and all other differences, although they may appear different, are not statistically different (i.e., we are not confident the differences are true for the population in question).

GENERAL FOOD CHOICES

Among consumers who purchase some form of pre-packaged meat*, about equal numbers in all populations buy pre-packaged lunchmeats and pre-packaged hot dogs/sausages. Pre-packaged meat buyers buy *deli* counter meats (lunchmeats or hot dogs/sausages) significantly less often than they buy *pre-packaged* meats.

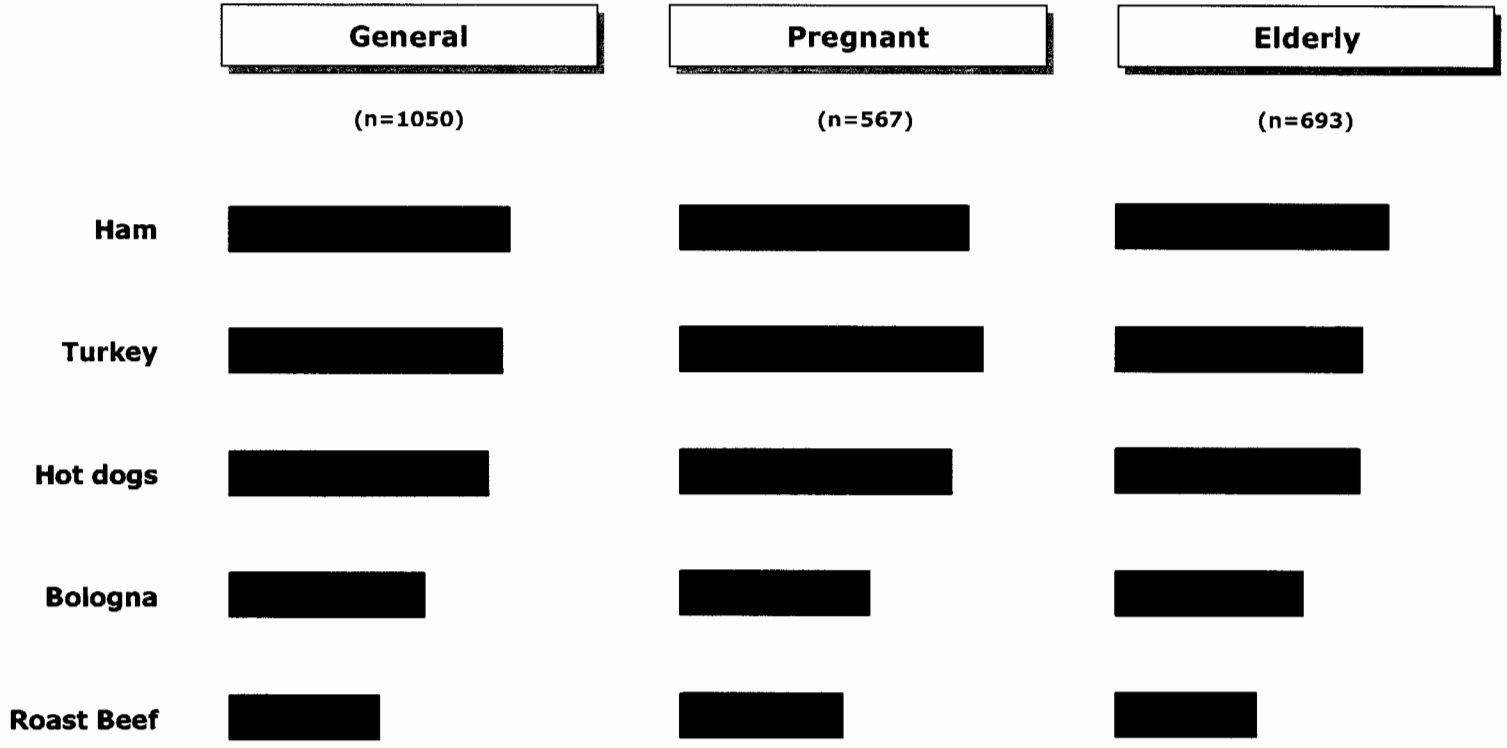


** Recall this was a screening criteria for the study.*

Q5: Which, if any, of the following types of food have you purchased for your household in the past six months?

GENERAL FOOD CHOICES

Among the pre-packaged or deli meats asked about, ham, turkey, and hot dogs are the products purchased most frequently.



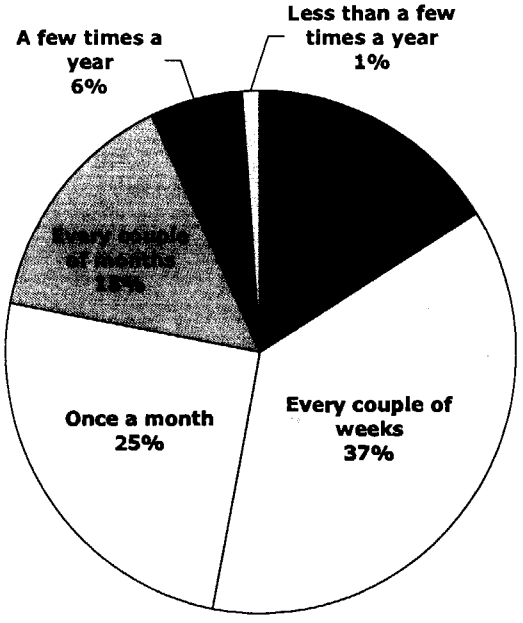
Q10. Which, if any, of the following types of lunchmeat have you purchased, either pre-packaged or at the deli counter, in the last year?

PRE-PACKAGED PURCHASING FREQUENCY

At least half of those in both the General and Pregnant populations who purchase pre-packaged lunchmeat do so every couple of weeks or more often. Elderly consumers who buy pre-packaged lunchmeat, tend to do so less often with the majority buying once a month or less.

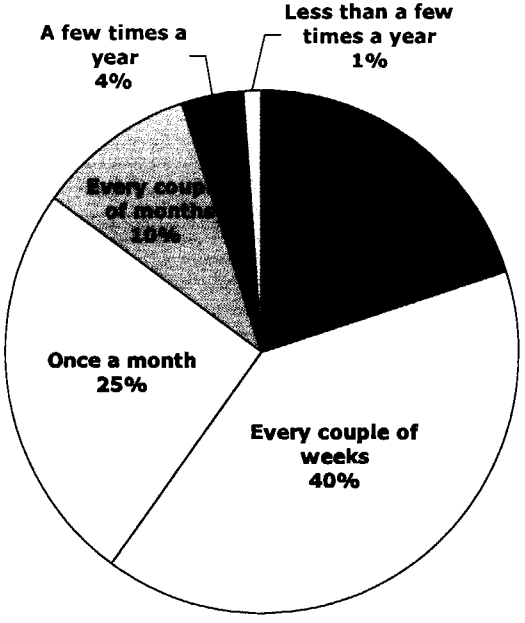
General

(n=1050)



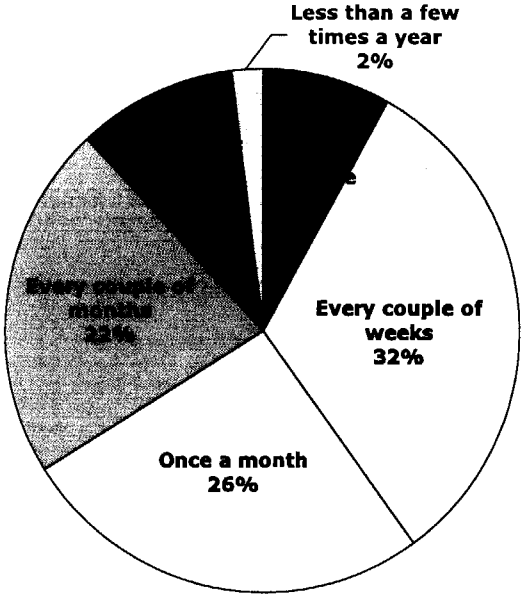
Pregnant

(n=567)



Elderly

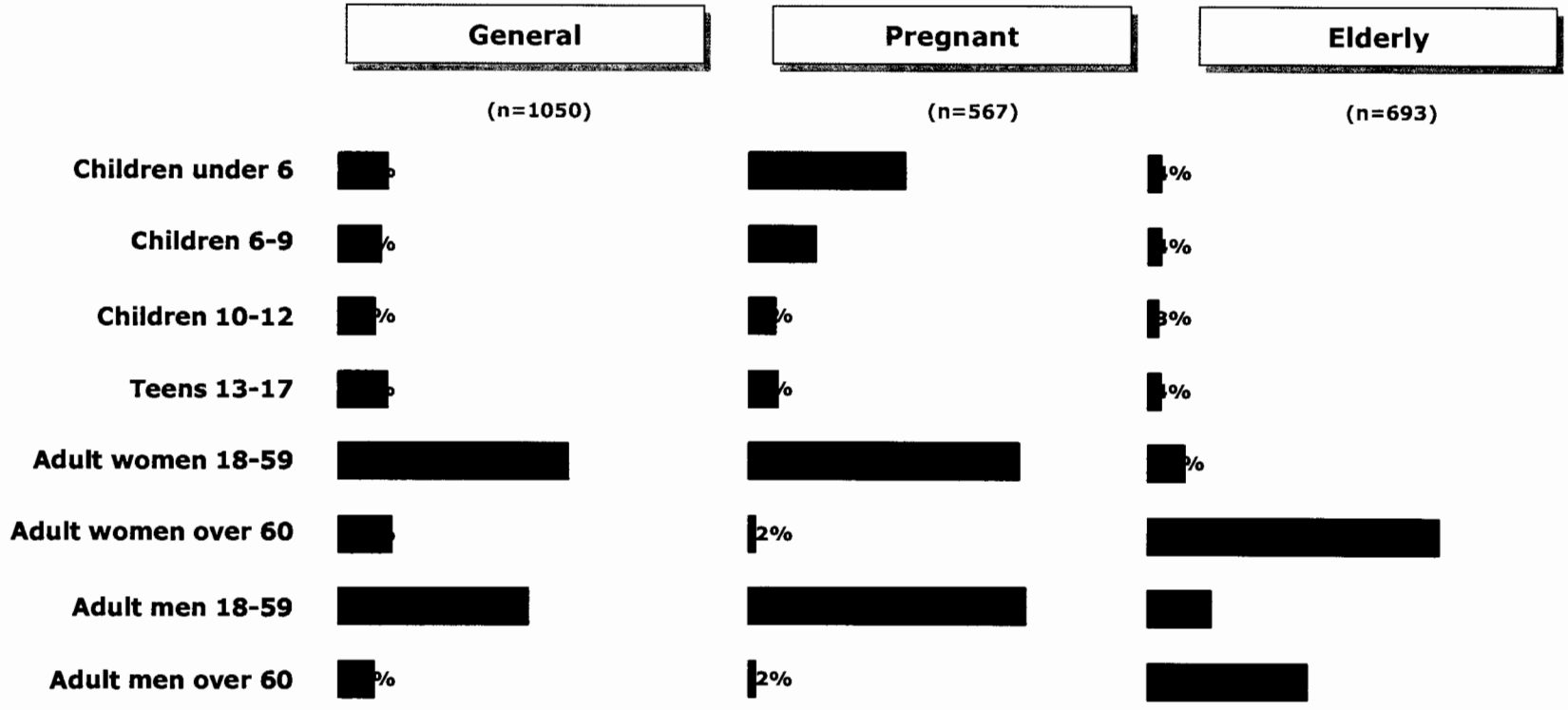
(n=693)



Q6. How often do you purchase prepackaged lunchmeat or hot dogs for your household?

PRE-PACKAGED CONSUMPTION

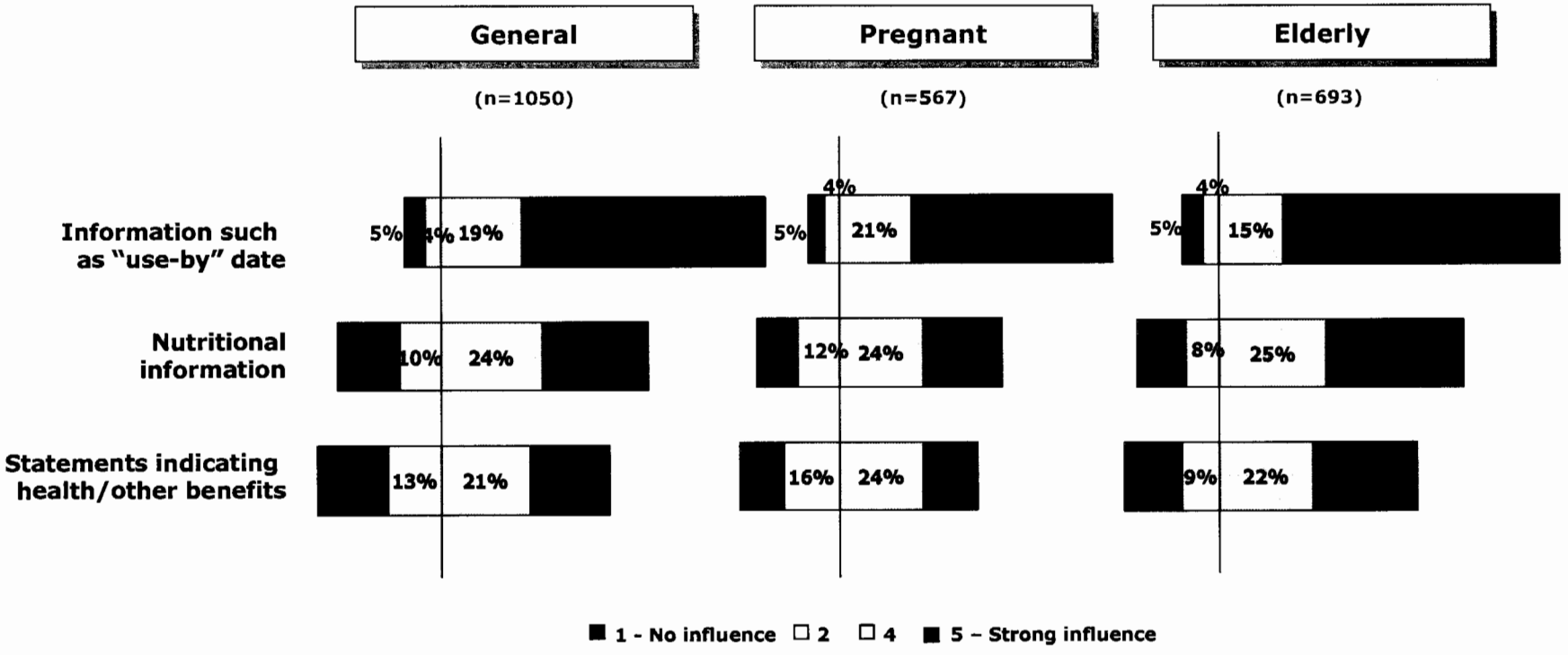
In the General and Pregnant populations, pre-packaged meats tend to be consumed by adults aged 18 to 59. Not surprisingly, consumption among children under 6 years of age spikes in the Pregnant Population, while consumption among those 60 years of age, particularly women, dominates in the Elderly Population.



NOTE: Figures for children are among ALL respondents. Looking at households with children present changes these figures significantly.

PRE-PACKAGED PURCHASING DECISION FACTORS

Among three variables that might impact the decision process for pre-packaged meats, the "use-by" date has the strongest influence on which product to purchase. Nutritional information influences about half of consumers in all three populations. Statements indicating health or other benefits ranked lowest (although still impacting about four in ten consumers).



Note: Neutral category not shown

Q11. When purchasing pre-packaged lunchmeat, how much does nutritional information influence which product to purchase?

Q12. When purchasing pre-packaged lunchmeat, how much does information such as the "use-by" date influence which product to purchase?

Q13. When purchasing pre-packaged lunchmeat, how much does statements placed on the package indicating health or other benefits influence which product to purchase?

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PRE-PACKAGED PURCHASING DECISION FACTORS

In an open-ended format, consumers in all populations indicate that price is by far the primary additional factor influencing the decision. Brand, taste, and look are honorable mentions, but all fall far below price.

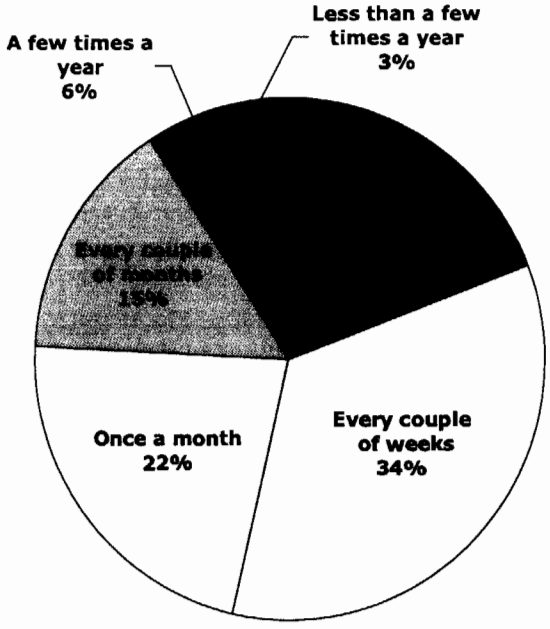
	General	Pregnant	Elderly
	(n=939)	(n=502)	(n=637)
Price	45%	45%	30%
Brand name/familiarity with brand	16%	18%	17%
Taste/flavor	11%	12%	9%
Looks/color	8%	10%	9%
Based on self/family experience	6%	6%	6%
Ingredients/contents (additives, preservatives, etc.)	5%	4%	4%
Quantity	4%	4%	3%
Fat content	4%	5%	7%
Sodium/salt content	4%	4%	7%
Easy to use/fast preparation	3%	2%	5%
Quality	3%	4%	2%
Freshness/expiration date	3%	3%	4%
Depends on mood/cravings	2%	1%	3%
Convenience (general)	2%	2%	4%
Type of meat (chicken, ham, etc)	2%	2%	1%
Thickness/thinness of slice	2%	2%	1%
Need for lunchmeats	2%	1%	4%
Packaging (general)	2%	2%	2%
Other	11%	10%	14%
Don't know	-	-	-
None/Nothing/NA	10%	10%	9%

DELI PURCHASING FREQUENCY

We see less variance in purchase frequency among those consumers who say they purchase meats from the deli counter. About half of consumers in all three populations buy deli meats every couple of weeks or more often.

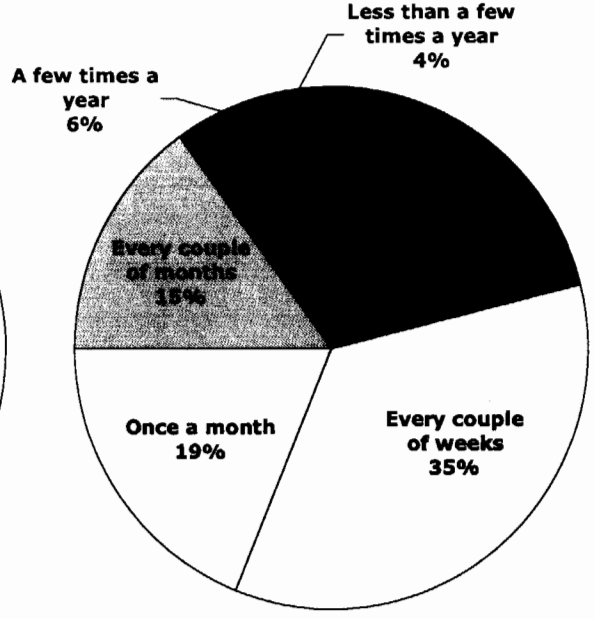
General

(n=641)



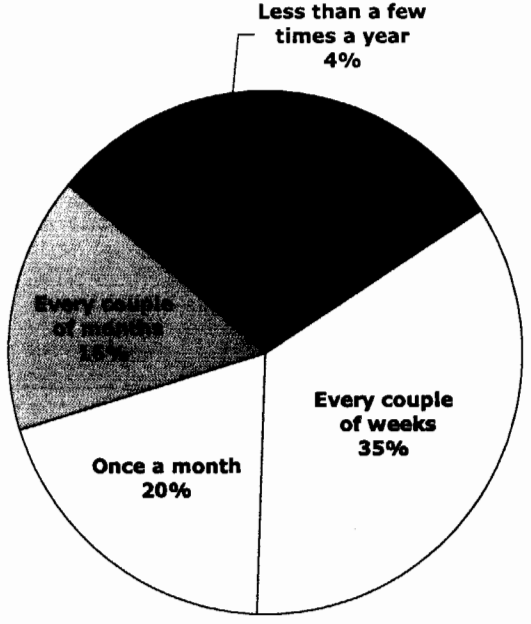
Pregnant

(n=391)



Elderly

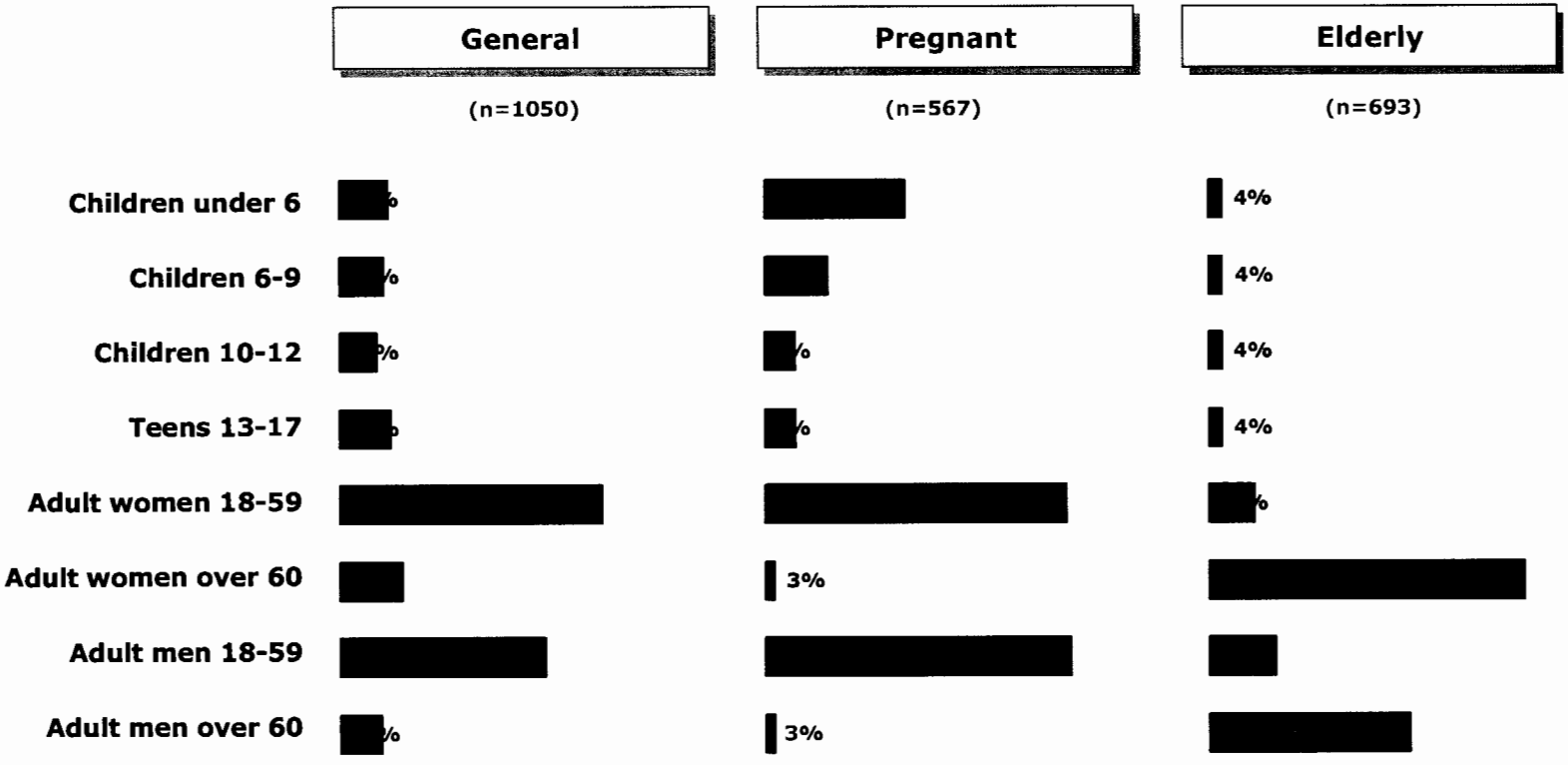
(n=437)



Q8. How often do you purchase lunchmeat or hotdogs from the deli counter for your household?

DELI CONSUMPTION

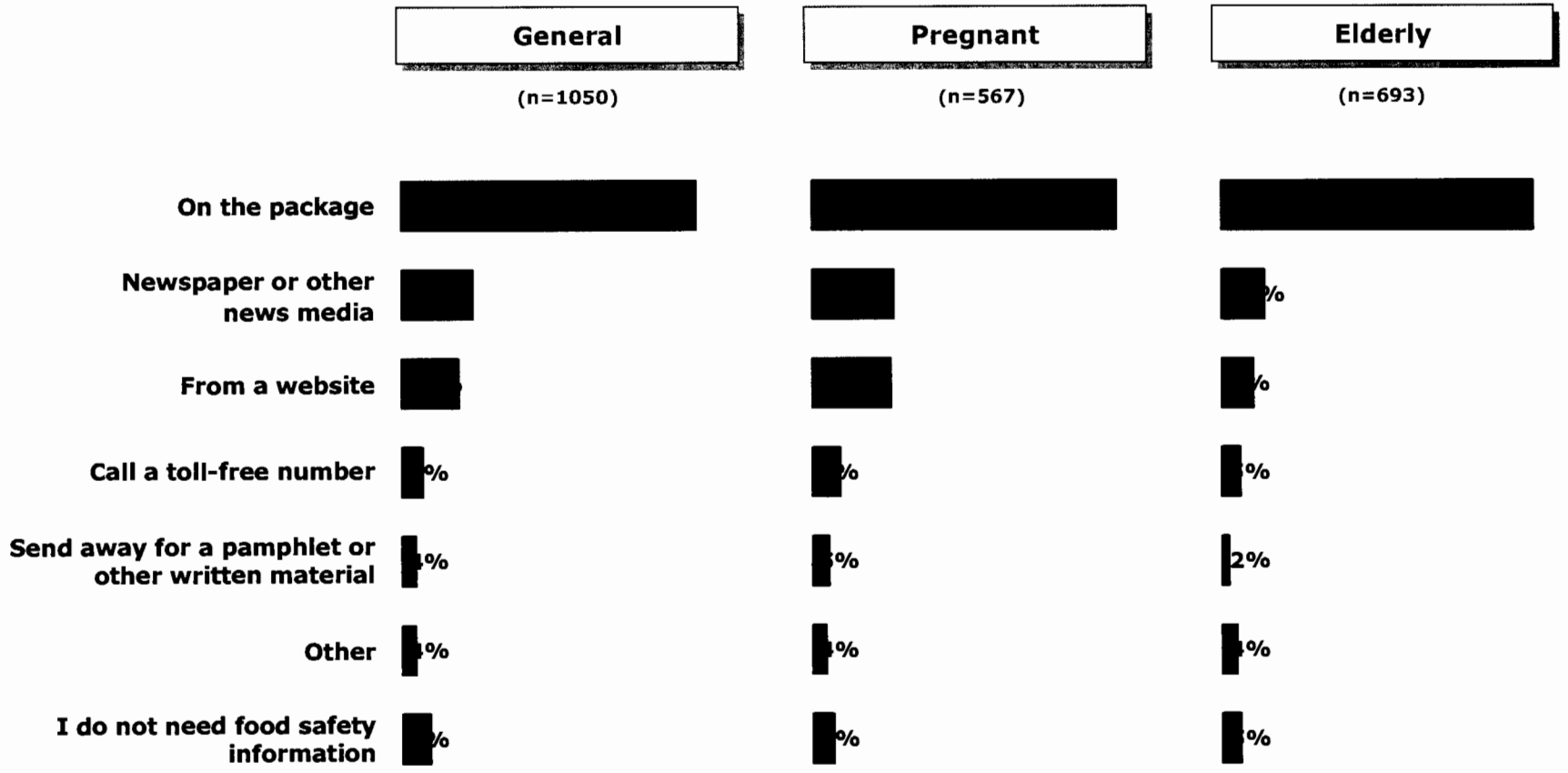
Similar to pre-packaged meat, adults 18-59 are most likely to be consuming deli meats in the General and Pregnant populations. Not surprisingly, consumption among those under 6 is highest in the Pregnant Population, while those over 60, particularly women, dominate consumption in the Elderly Population.



Q9. Who in your household typically eats lunchmeats or hotdogs from the deli counter?

FOOD SAFETY INFORMATION

Among a pre-determined set of options, consumers who buy pre-packaged meats overwhelmingly prefer to get information about the safety of "foods they eat" on the package.



Q34. In general, how do you prefer to get information about the safety of foods you eat?

SAFETY INFORMATION

When given the opportunity to provide additional information sources from which they would like to receive safety information, consumers mention a wide variety of sources. However, all but the Web (which was included on a previous question) were mentioned by fewer than one in ten consumers.

	General	Pregnant	Elderly
	(n=819)	(n=440)	(n=600)
The Internet/product website	22%	22%	18%
Off the package (general)	11%	9%	10%
News/media (general)	7%	8%	7%
Place of purchase (i.e. grocery store/deli)	6%	8%	7%
TV/ TV commercials	6%	4%	7%
Newspaper	6%	3%	9%
Word of mouth/friends/family	6%	8%	3%
Pamphlets	4%	3%	4%
Manufacturer	3%	2%	4%
FDA/FDA website	3%	3%	4%
Advertisements (general)	3%	-	4%
Call 800 number	3%	3%	4%
Magazines ads/articles	3%	3%	6%
In the mail	2%	1%	1%
Doctor/nutritionist/healthcare professional	2%	3%	2%
Government agencies (general)	1%	2%	2%
USDA/USDA website	1%	1%	1%
Health organizations	1%	-	2%
Other	8%	8%	12%
Don't know	3%	4%	4%
None/Nothing/NA	22%	25%	16%

- **OBJECTIVES & METHODOLOGY**
- **RESEARCH FINDINGS**

  Current Behavior

  Statement Impact

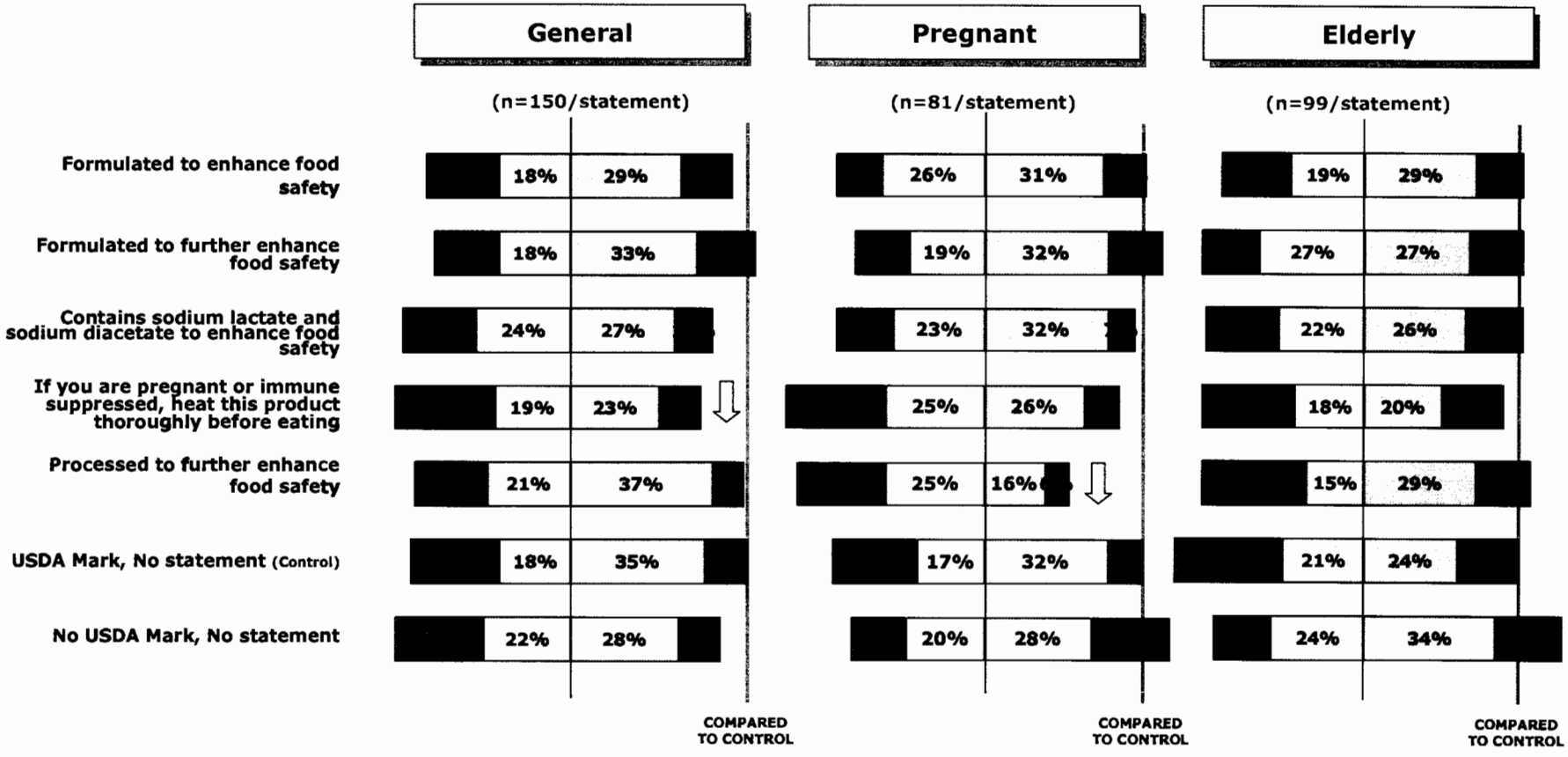
  - Monadic Performance: Intent and Safety
  - Comparative Performance: Intent and Safety

  Statement Evaluation

- **APPENDIX**

MONADIC: PURCHASE INTENT

Across all populations, we see little variance in intent to purchase across the statement scenarios. Significant differences between control (USDA Mark only) and other scenarios were observed in only two places, and in those instances there was a drop, not a lift, in intent. Specifically, the general population showed less interest in products with a "pregnant/immune" claim while the Pregnant Population showed less interest in products with a "processed to..." claim.



Significant differences over control ⇩⇧
Note: Neutral category not shown
Note: All statements include USDA Mark

Q15. Assuming this type of product is something your household would like, how likely would you be to purchase this product?

MONADIC:
REASONS LIKELY TO BUY PRODUCT

Among those who said they would be likely to buy the product, the majority of the comments do not relate to the safety statements, but rather to general preferences, look, or nutritional profile.

	General	Pregnant	Elderly
	(n=435)	(n=221)	(n=293)
Like this type of product (general)	28%	24%	19%
Looks good (i.e. appetizing, tasty, fresh, etc.)	18%	18%	17%
Low fat	14%	18%	24%
All beef	11%	10%	13%
Healthy/nutritious	9%	7%	7%
Would depend on price	8%	11%	5%
Size of product/package/slices	7%	8%	8%
Low carbs	6%	2%	9%
Up-front information (i.e. nutritional info, etc.)	6%	3%	8%
Low calories	4%	3%	4%
Willing to try it (general)	4%	4%	4%
Very few additives/chemicals (general)	3%	2%	1%
Similar/comparable to other products	3%	5%	1%
Convenient(i.e. quick, easy, etc.)	3%	3%	4%
USDA inspected/meets federal standards	2%	3%	-
Low salt	2%	1%	3%
Looks inexpensive/good buy	2%	1%	1%
Re-sealable package/Ziplock bag	2%	2%	2%
Attractive packaging (general)	2%	4%	5%
Depends on family's likes/wants	2%	2%	1%
Low sugar	2%	1%	4%
Quality product/meat	2%	2%	-
Other	14%	15%	16%
Don't know	-	-	-
None/Nothing/NA	1%	2%	-

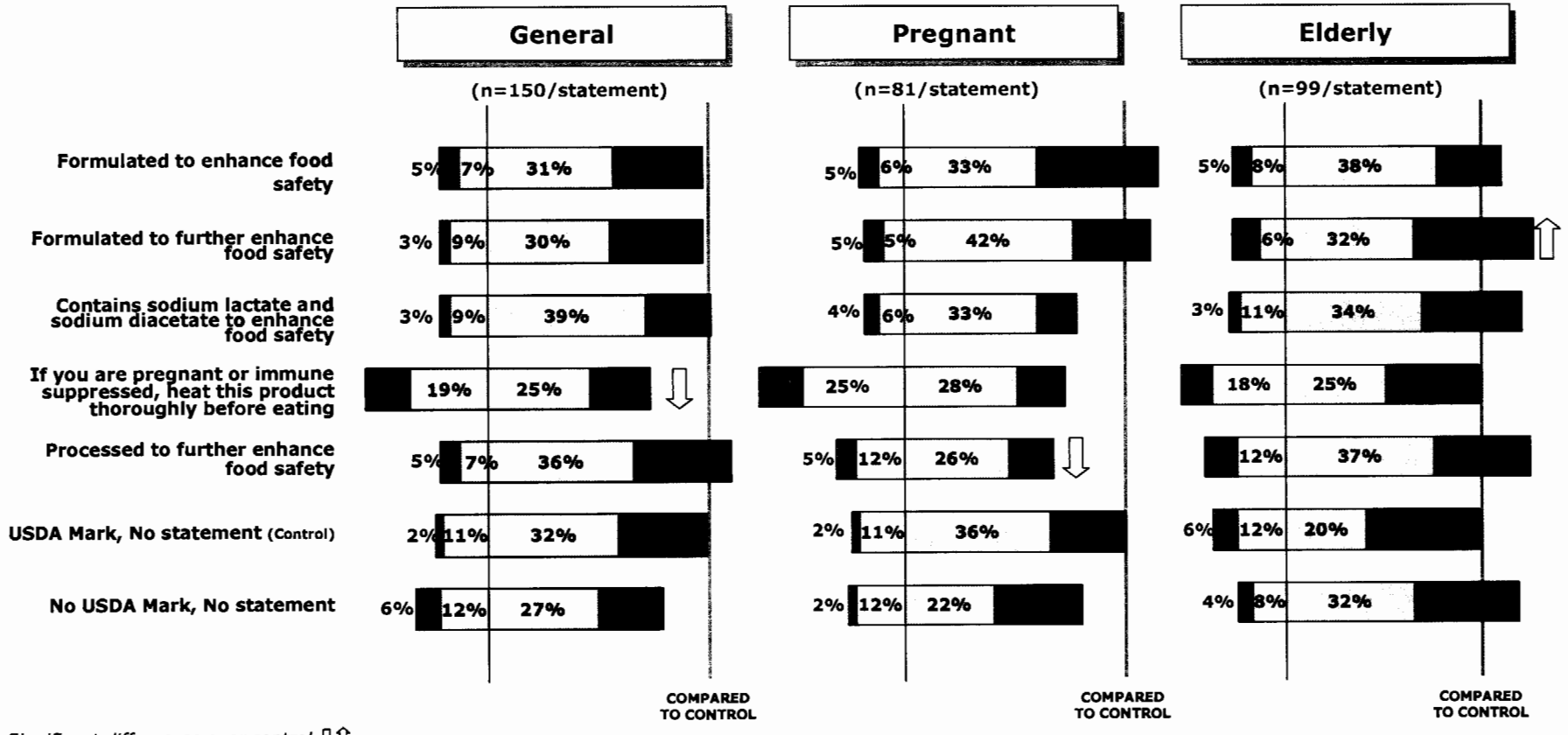
MONADIC: REASONS UNLIKELY TO BUY PRODUCT

Among those who said they would not be likely to buy the product, the majority of the comments relate to brand awareness, packaging appeal, or nutritional content.

	General	Pregnant	Elderly
	(n=429)	(n=227)	(n=292)
Generic/not a brand I recognize	21%	29%	10%
High fat content	15%	11%	20%
High salt content	11%	6%	21%
Unappetizing/unappealing	10%	14%	2%
Unattractive packaging (i.e. generic, ugly, bland, etc.)	10%	8%	1%
Don't like the mixture of meats/prefer all beef	8%	4%	10%
Don't like that type of product	7%	9%	7%
Price/depends on price	7%	6%	5%
Preservatives/ingredients/chemicals	6%	4%	8%
Warning labels (i.e. heating before consumption,etc.)	5%	8%	3%
High cholesterol	4%	2%	4%
Don't like/eat pre-packaged meats	3%	1%	4%
Prefer deli counter/fresh cut meats	3%	2%	3%
High in calories	3%	1%	3%
Cheap/poor quality meat	2%	4%	-
Unhealthy (general)	2%	3%	2%
Other	14%	12%	17%
Don't know	-	1%	1%
None/Nothing/NA	2%	-	3%

MONADIC: OVERALL PRODUCT SAFETY

As with purchase intent (when asked monadically), we see consumers in all populations giving similar safety ratings to control and test scenarios in all but a few cases. Specifically, we see a drop in perceived safety for the "pregnant/immune" claim among the General Population and the "processed to..." claim among the Pregnant Population. However, in this case, we see a lift in perceived safety for the "formulated to *further* enhance..." claim among the Elderly.



Significant differences over control ⇩⇧

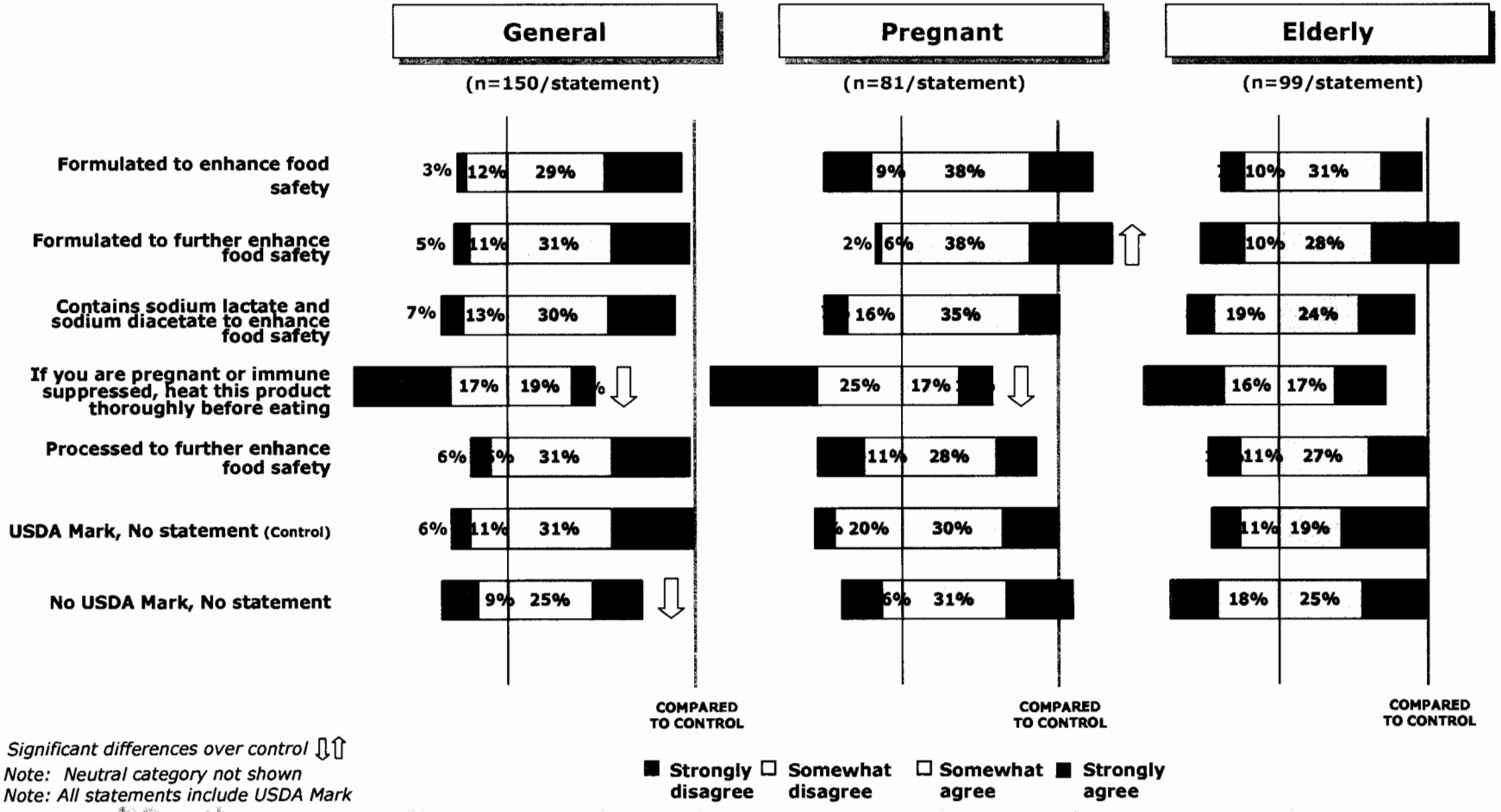
Note: Neutral category not shown

Note: All statements include USDA Mark

Q17. How would you rate the safety of this product?

MONADIC:
PRODUCT SAFETY DIMENSIONS

There is little variance in perceptions of the products being "safe for everyone to eat" across all scenarios. Exceptions include lower ratings for the "pregnant/immune" claim among both the General and Pregnant populations, and the "no mark/no statement" claim for the General Population. In contrast, the "formulated to *further* enhance..." claim is seen as being more safe than control among the Pregnant Population.

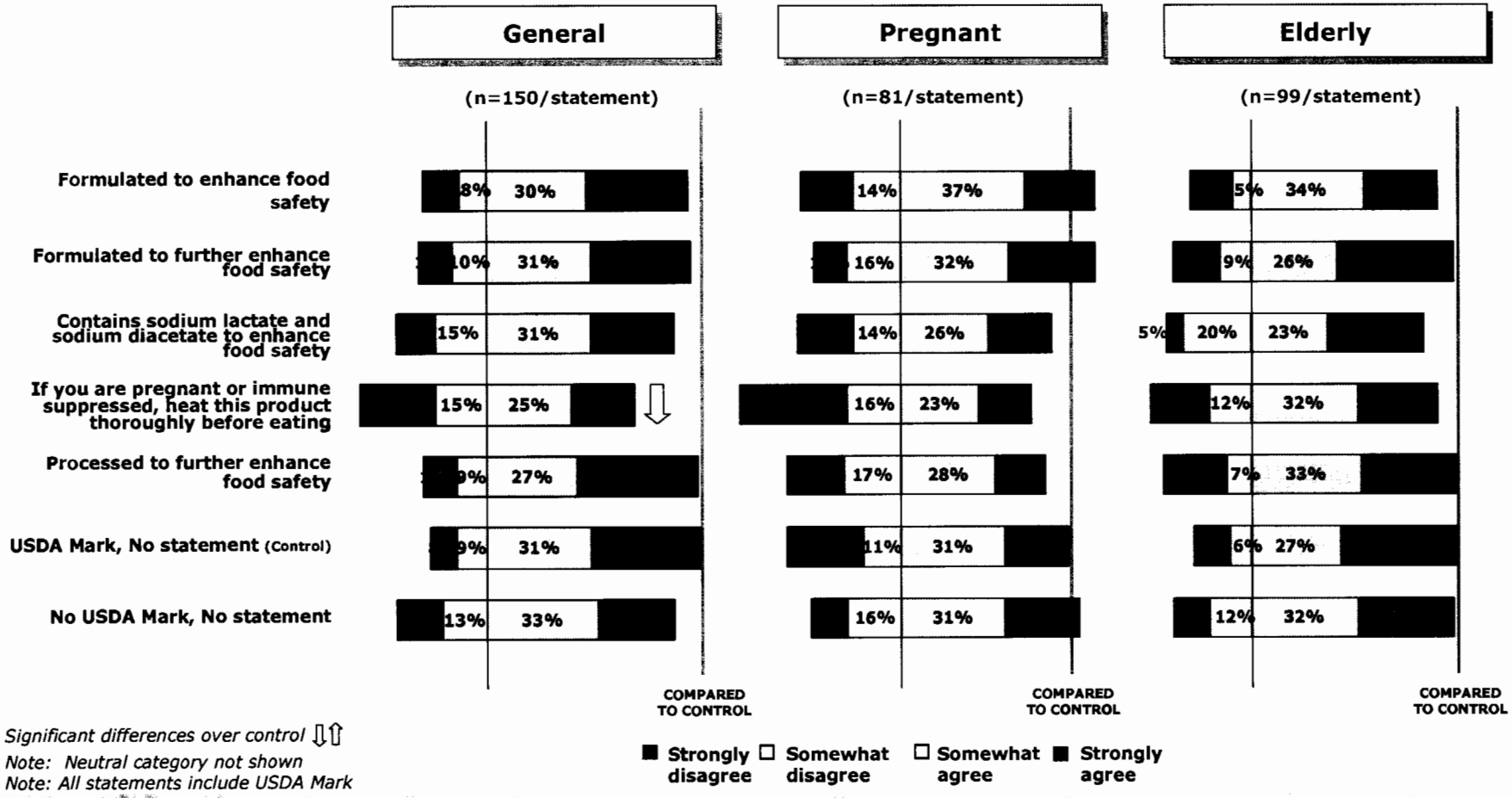


Significant differences over control ⇩⇧
Note: Neutral category not shown
Note: All statements include USDA Mark

18-24. Please indicate how much you agree or disagree with the following statements.
Q18. This predict is safe for everyone to eat.

MONADIC:
PRODUCT SAFETY DIMENSIONS

In only one scenario do we see any variance from control on "serve product to everyone in my household." Consumers in the General Population are less likely to serve the product with the "pregnant/immune" claim to "everyone in my household" than the control product.



Significant differences over control ⇩⇧

Note: Neutral category not shown

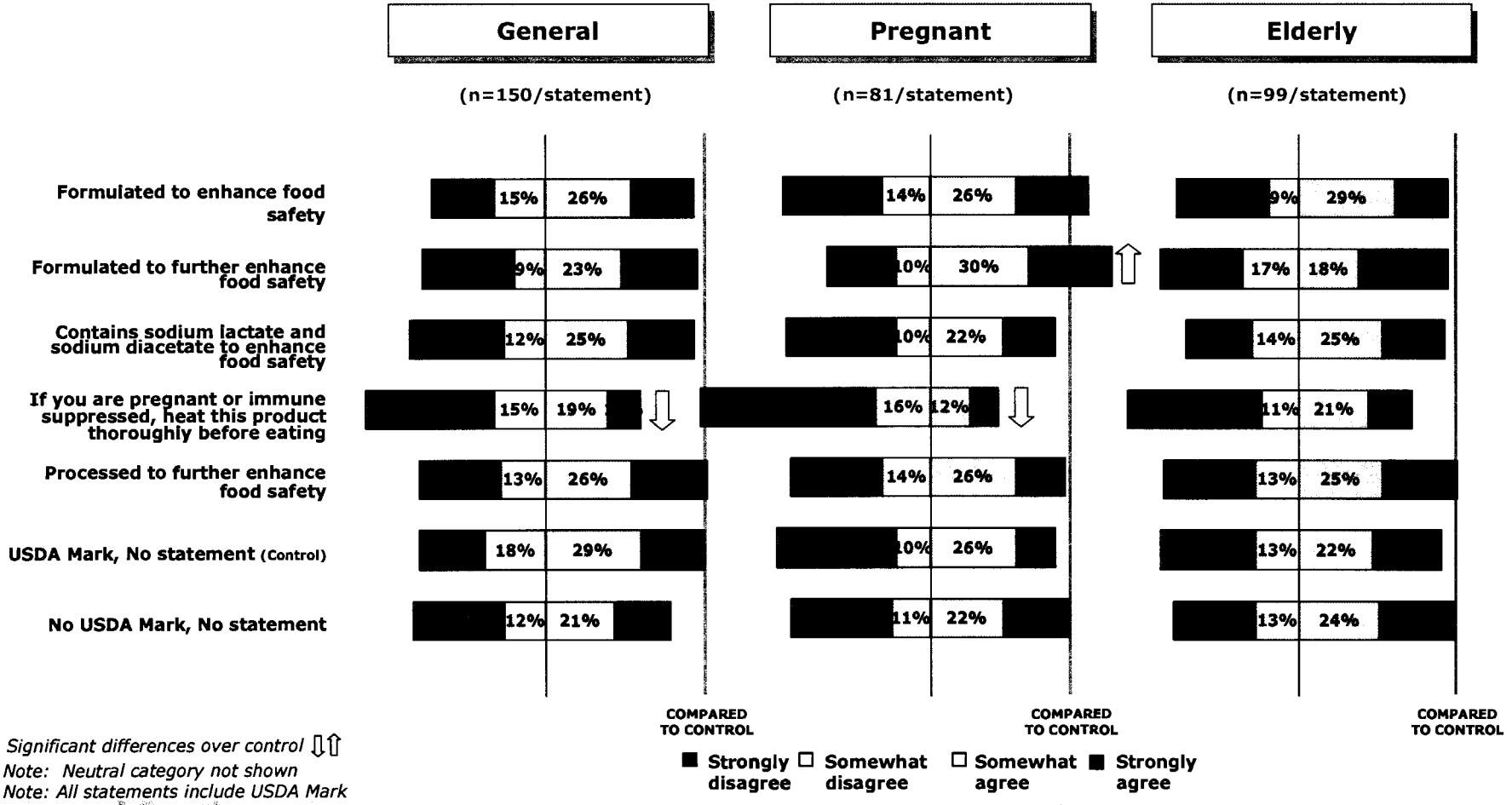
Note: All statements include USDA Mark

18-24. Please indicate how much you agree or disagree with the following statements.

Q19. I would serve this product to everyone in my household.

MONADIC: PRODUCT SAFETY DIMENSIONS

Consumers in the General Population and Pregnant Population would be less likely to eat the product with the "pregnant/immune" claim "right out of the package" than the control product. In contrast, Pregnant consumers would be more likely to consume the product with the "formulated to *further* enhance..." claim right out of the package than the control product.

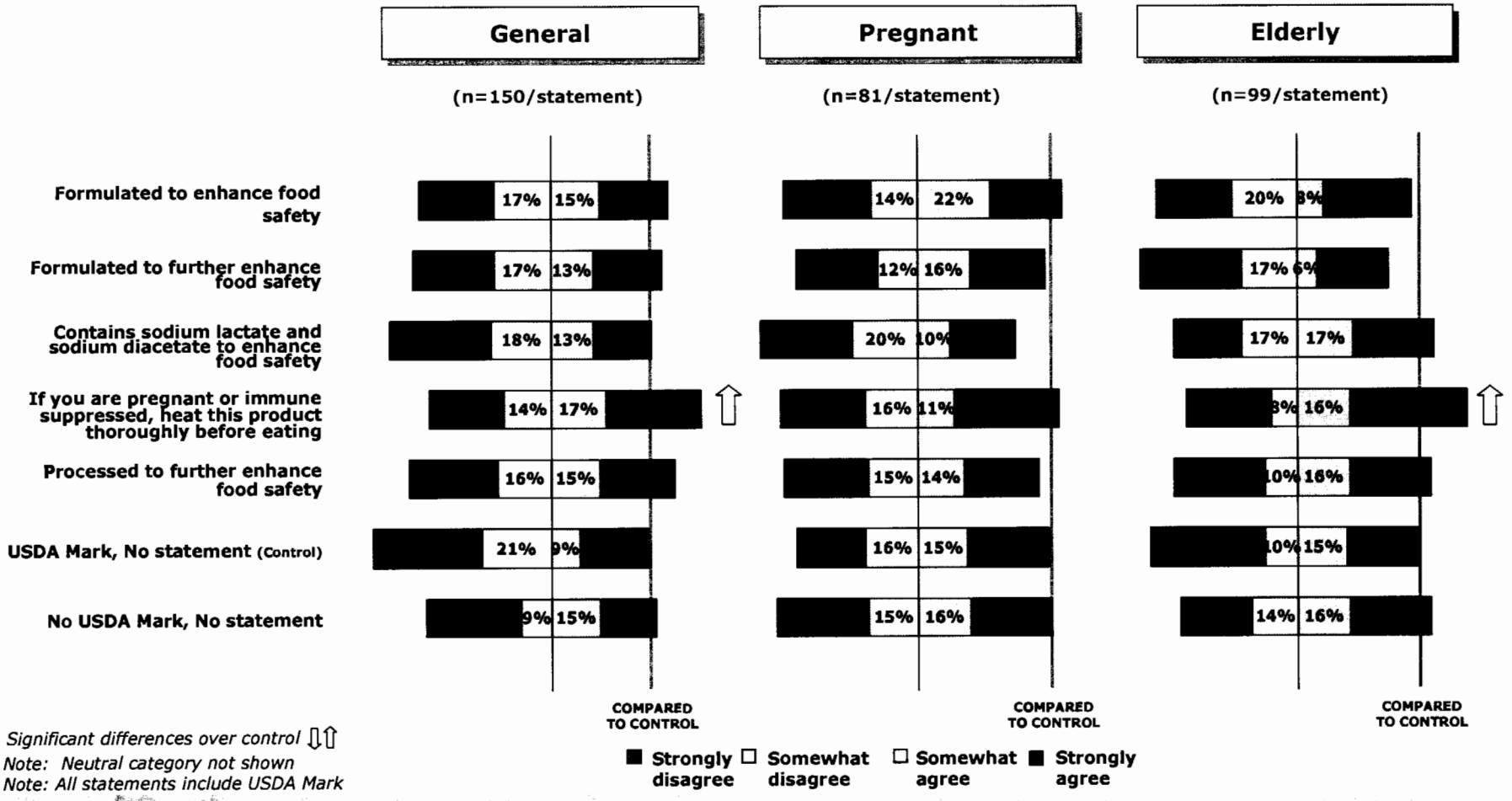


Significant differences over control ⇩⇧
Note: Neutral category not shown
Note: All statements include USDA Mark

18-24. Please indicate how much you agree or disagree with the following statements.
Q20. I would eat this product right out of the package.

MONADIC: PRODUCT SAFETY DIMENSIONS

Consumers in the General and Elderly populations would be more likely to "heat the product before serving" after it had been open for a few days when considering the "pregnant/immune" product than the control product.



Significant differences over control ⇩⇧
Note: Neutral category not shown
Note: All statements include USDA Mark

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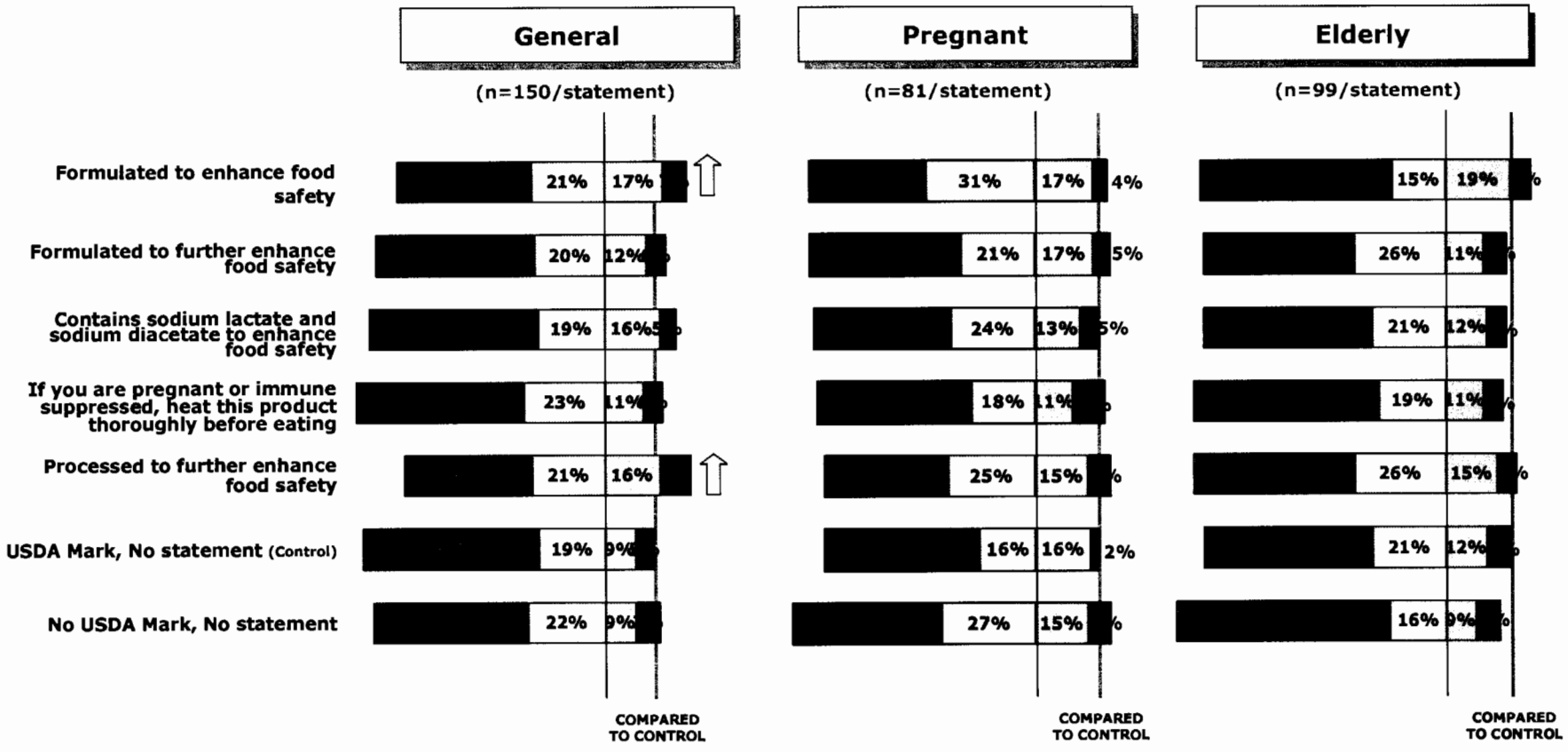
18-24. Please indicate how much you agree or disagree with the following statements.
Q21. After the package had been open for a few days, I would heat this product before serving it.

COGENT RESEARCH

MONADIC: PRODUCT SAFETY DIMENSIONS

Regardless of the statement scenario, few consumers say they would feel safe eating the product after the "use-by" date. However, consumers in the General Population are more likely to agree they would feel safe when considering a product with the "formulated to enhance..." claim or the "processed to..." claim than the control product.



Significant differences over control ⇩⇧
Note: Neutral category not shown
Note: All statements include USDA Mark

18-24. Please indicate how much you agree or disagree with the following statements.
Q22. I would feel safe eating the product after the "use-by" date stated on the package.

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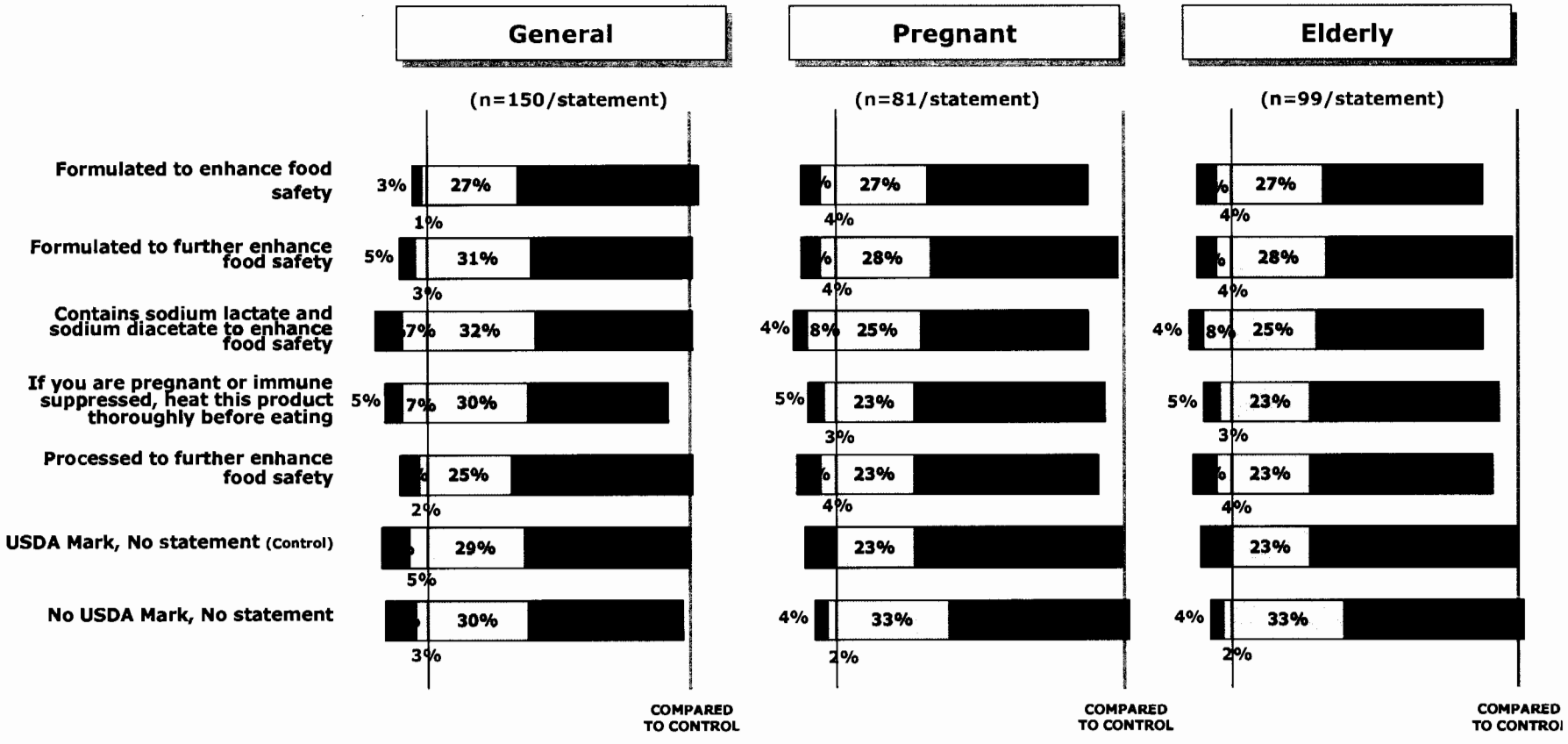
COGENT RESEARCH

MONADIC: PRODUCT SAFETY DIMENSIONS

The vast majority of consumers say they would keep the product in the meat drawer of their refrigerator regardless of the statement scenario.



Significant differences over control ⇩⇧

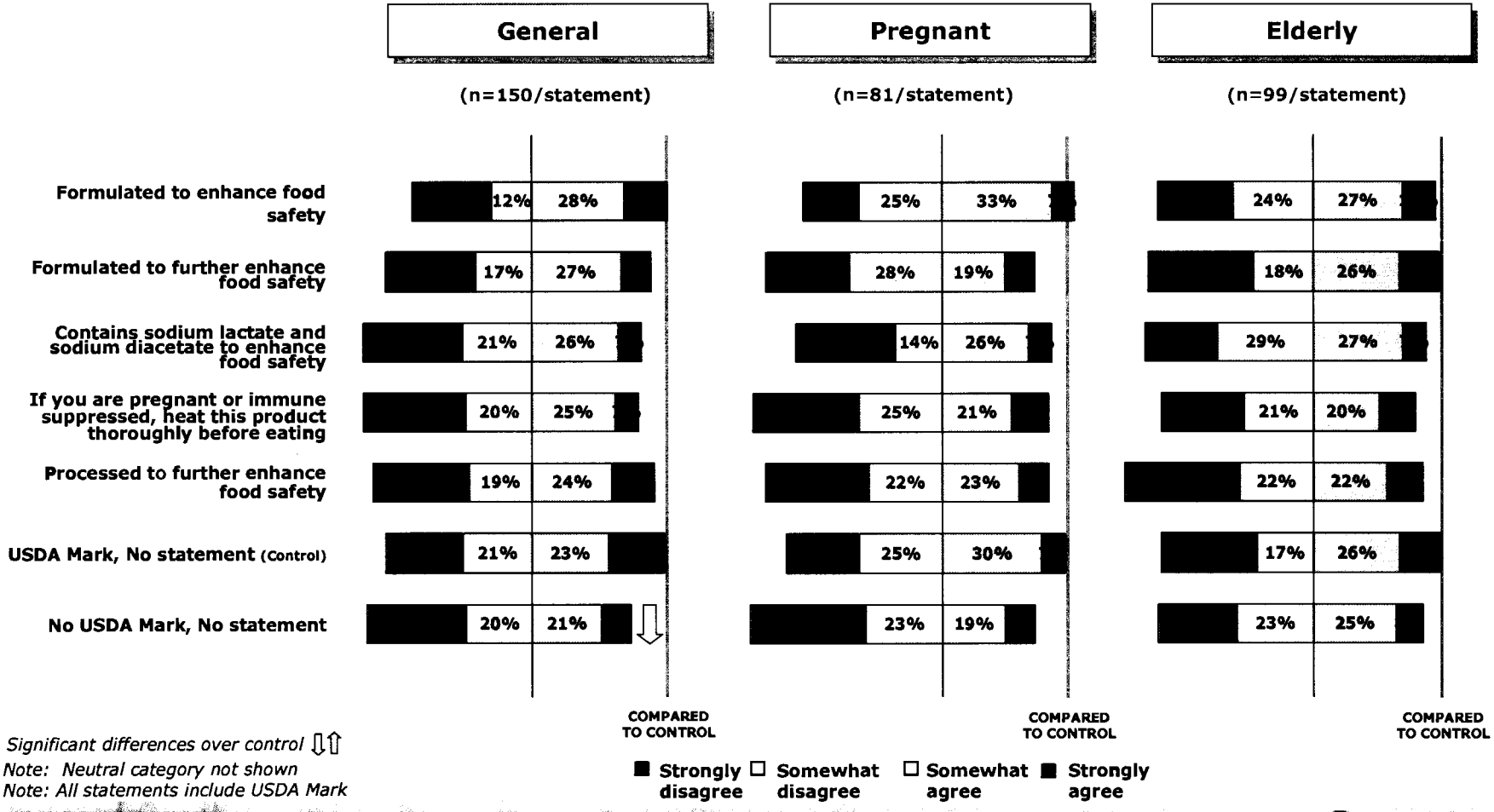
Note: Neutral category not shown

Note: All statements include USDA Mark

18-24. Please indicate how much you agree or disagree with the following statements.
Q23. I would keep the product in the meat drawer in my refrigerator.

MONADIC: PRODUCT SAFETY DIMENSIONS

Under most scenarios, we see no difference in confidence in leaving the product open in the refrigerator more than three to five days. However, consumers in the General Population are less likely to feel confident when considering the "no mark/no statement" product than the control product.



Significant differences over control ⇩⇧
Note: Neutral category not shown
Note: All statements include USDA Mark

18-24. Please indicate how much you agree or disagree with the following statements.
Q24. I would feel confident leaving the product opened in the refrigerator for more than three to five days.

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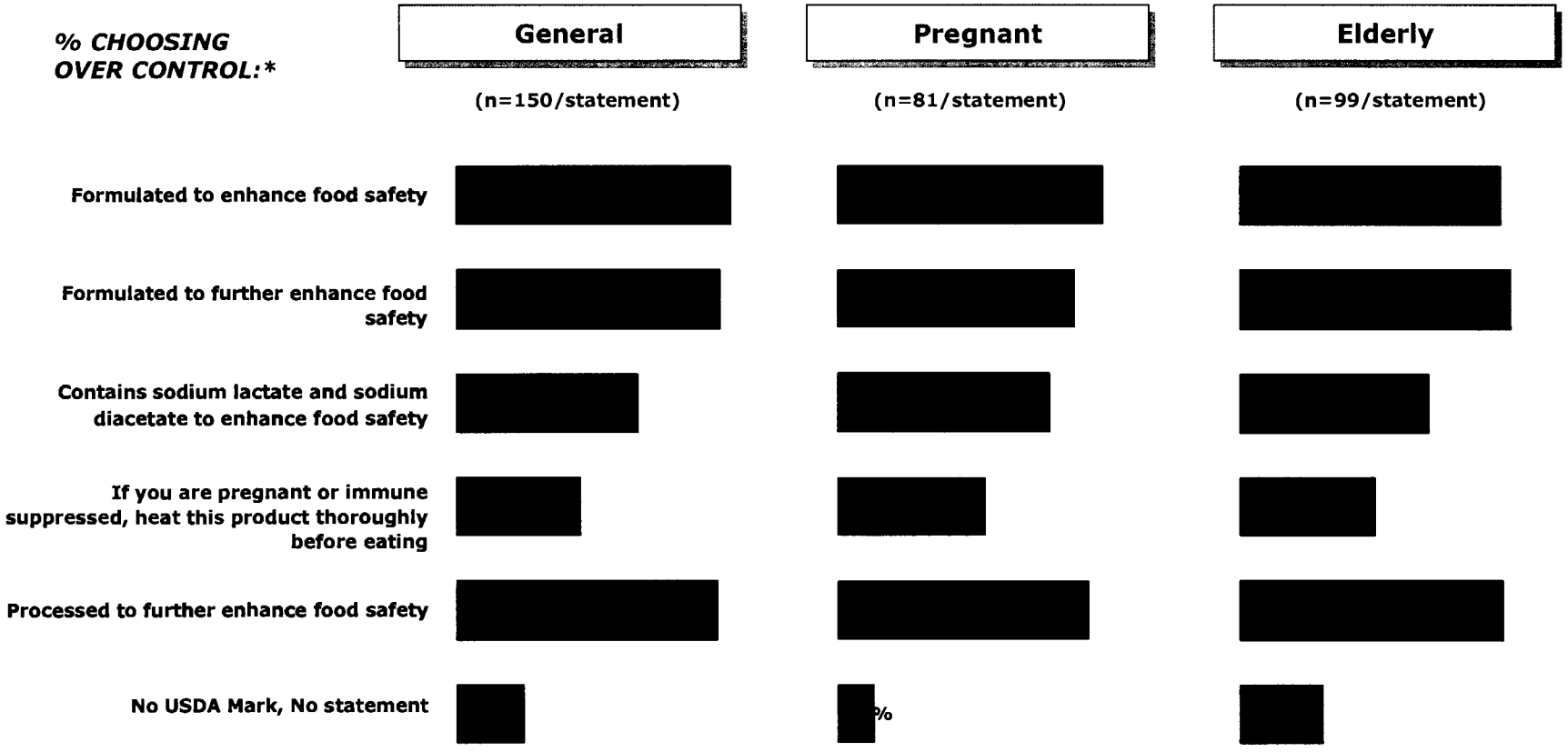
COGENT RESEARCH

COMPARATIVE: PURCHASE INTENT

When asked to choose between a test and control product, test products were chosen by a majority of consumers in three scenarios. These include: "formulated to enhance...," "formulated to *further* enhance...," and "processed..." The "contains sodium...." claim is polarizing, while the "pregnant/immune" and "no mark/no statement" claims lost out to control.



* Control: USDA Mark, No statement
Note: All statements include USDA Mark

Q25. If given a choice between the 2 products below, which one would you purchase? (Compared against same product with USDA Mark, No statement)

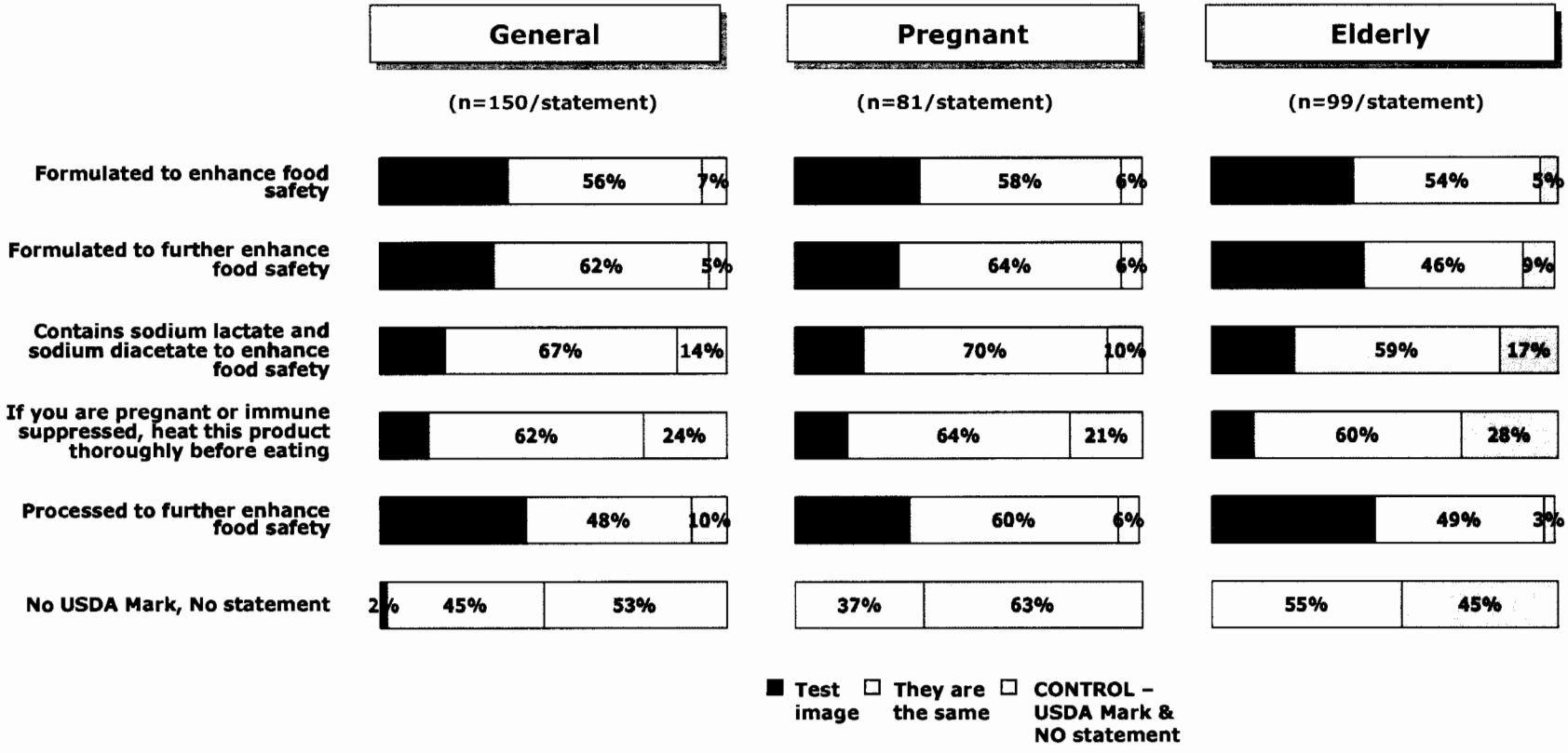
COMPARATIVE: PURCHASE INTENT DRIVERS

In most cases, when consumers chose a product other than control they cited "safety" as the reason. About one in four who chose control cite issues most likely linked directly to the statements on the alternate packaging (e.g., formulation, processing, preservatives, no warning).

	General	Pregnant	Elderly
CHOSE TEST PRODUCT:	(n=493)	(n=258)	(n=333)
Safer (i.e. safety label)	52%	58%	54%
They look the same (general)	20%	12%	21%
Shows warning/heat before use	6%	7%	5%
Gives more information/facts	5%	6%	2%
More preservatives/lasts longer	2%	3%	2%
Looks better/fresher	2%	-	1%
USDA seal	2%	1%	2%
Healthier/fewer calories/less cholesterol	2%	-	3%
Other	7%	7%	9%
Don't know	1%	2%	-
Not applicable/No reason	2%	3%	3%
CHOSE CONTROL (USDA MARK ONLY) PRODUCT:	(n=407)	(n=226)	(n=261)
Concerned about formulation/processing/preservatives	25%	22%	18%
USDA inspected/inspected label	22%	28%	18%
They look the same (general)	19%	14%	24%
No warning labels	16%	17%	14%
Wouldn't choose either	2%	1%	6%
Other	11%	11%	19%
Don't know	1%	2%	1%
None/Nothing/NA	4%	5%	2%

COMPARATIVE: PRODUCT SAFETY

With only one exception, consumers in all populations were most apt to believe the test and control products they viewed were equally safe. However, a notable number did perceive a difference. Among those who perceived a safety difference, most felt the test product was safer than control, particularly in the case of the "processed to..." claim and both "formulated" claims. The control product was only perceived to be safer when compared to the "no mark/no statement" product or the "pregnant/immune" product.



Note: All statements include USDA Mark

COMPARATIVE: PRODUCT SAFETY – REASONS FOR CHOICE

Consumers who believed a test product was safer were most apt to cite the statement on the product as the primary reason they believed the product to be safer than the control product.

	General	Pregnant	Elderly
CHOSE TEST PRODUCT:	(n=220)	(n=108)	(n=164)
It says so/food safety label mentioned	77%	77%	82%
It says to heat first/warning	6%	12%	3%
USDA Seal	5%	3%	2%
Other	13%	6%	13%
Don't know	1%	-	-
None/Nothing/NA	1%	2%	1%
CHOSE CONTROL (USDA MARK ONLY) PRODUCT:	(n=170)	(n=91)	(n=107)
Inspected/USDA Seal	47%	52%	36%
It doesn't have a warning	15%	15%	14%
Has no/less additives/preservatives	12%	9%	16%
Doesn't have to be heated	6%	1%	9%
More information given	4%	-	4%
Has no/less processing	3%	-	2%
No enhancements/not formulated	2%	5%	3%
Other	8%	14%	13%
Don't know	1%	-	2%
None/Nothing/NA	2%	3%	1%

- **OBJECTIVES & METHODOLOGY**
- **RESEARCH FINDINGS**

  Current Behavior

  Statement Impact

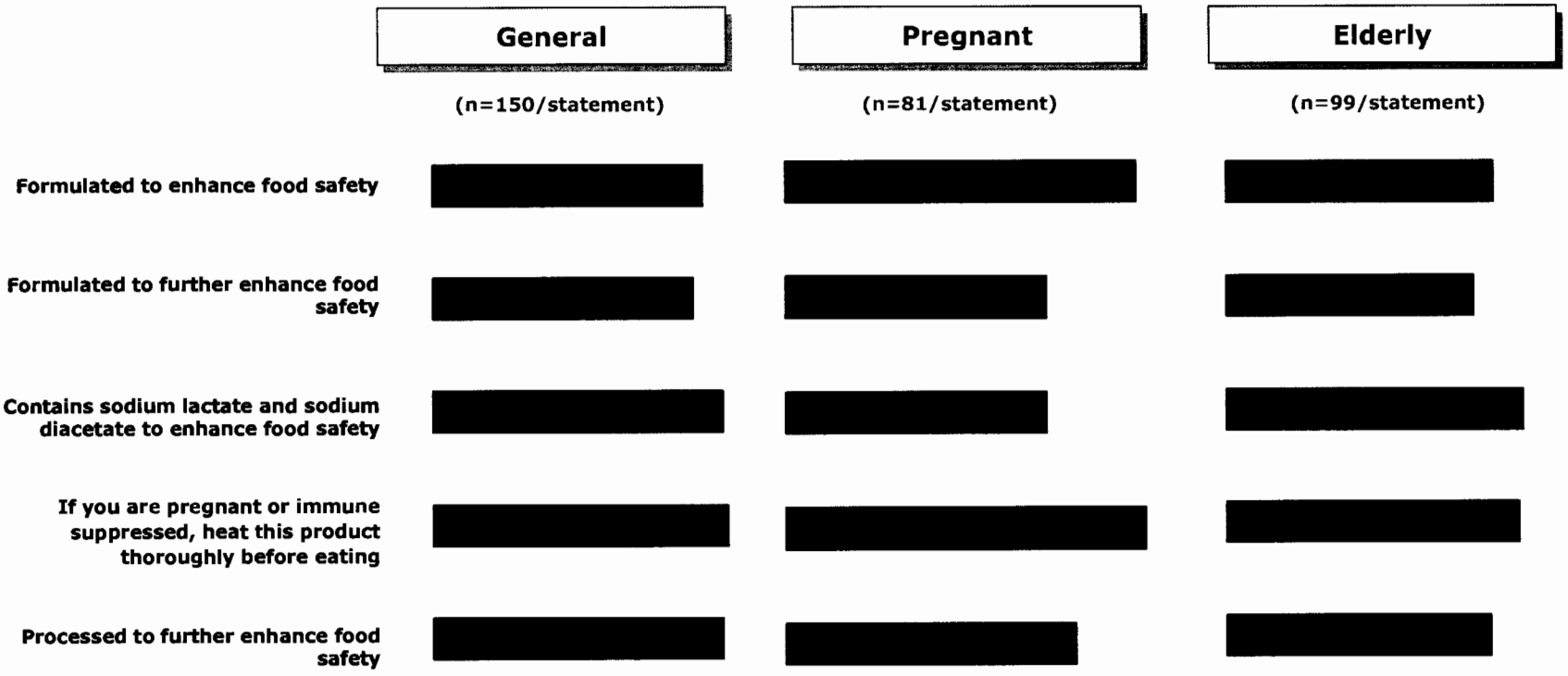
  Statement Evaluation

  - Awareness
  - Clarity
  - Purchase Intent

- **APPENDIX**

STATEMENT AWARENESS

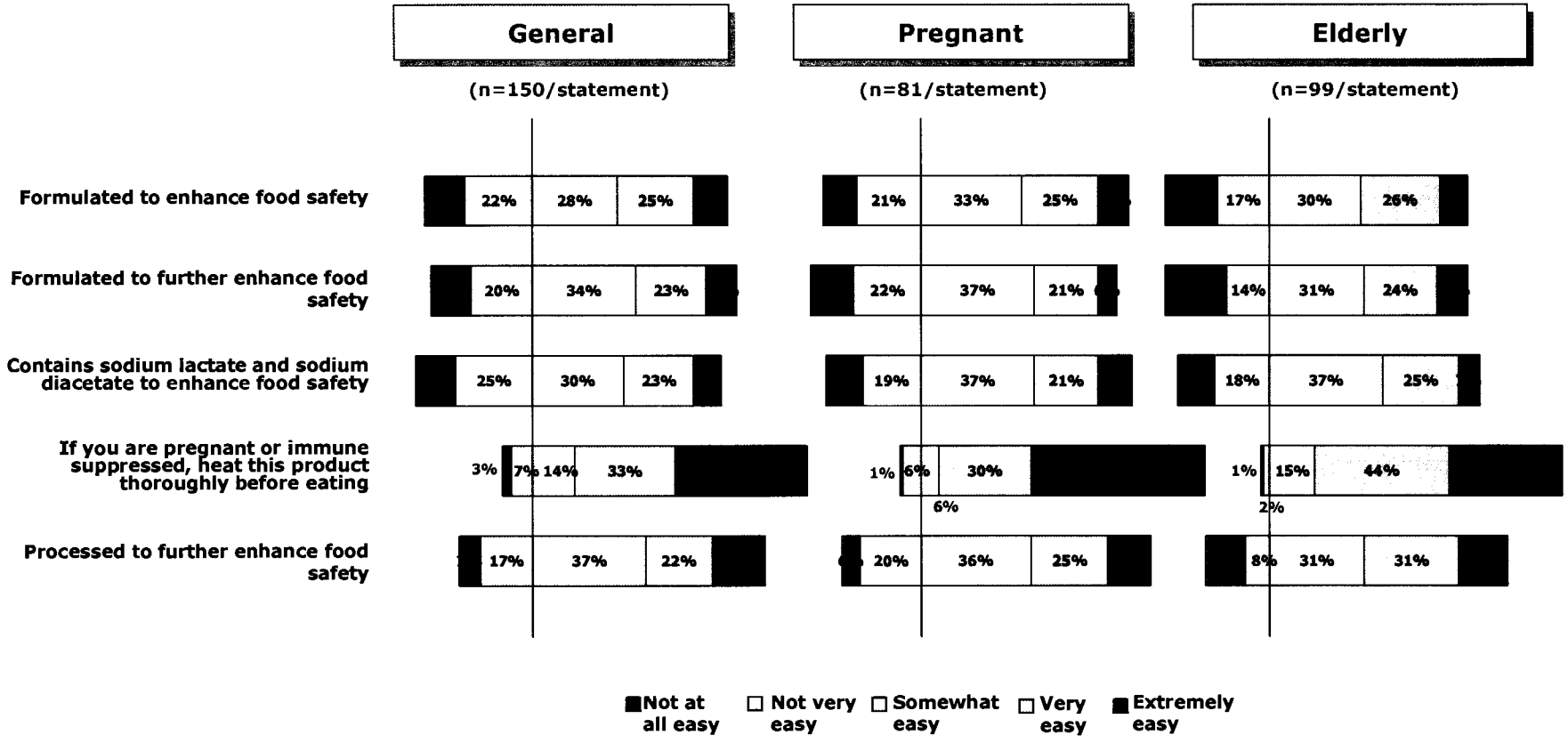
The vast majority of consumers said they noticed the statement on the product package.



Q29. Did you notice the statement, [STATEMENT] on the package you just saw?

STATEMENT CLARITY

While the majority of all consumers found the statements to be easy to understand, a notable number (21% to 38%) found all but one of the statements to be "not at all easy" or "not very easy" to understand.



Q30. How easy to understand is this statement: [STATEMENT]?

STATEMENT:
FORMULATED TO ENHANCE FOOD SAFETY

For all three segments, this statement is most apt to convey that the product has been altered for food safety or longevity, that it contains preservatives, chemicals, or additives, or that it is safe to consume.

	General	Pregnant	Elderly
	(n=150)	(n=81)	(n=99)
Product has been altered for safety	19%	28%	18%
Contains preservatives/chemicals/additives	16%	15%	14%
Product is safe to consume	12%	11%	11%
Product has been altered for longevity	11%	25%	10%
Packaging has changed/improved	9%	6%	4%
Additional measures taken during production to ensure product safety	9%	5%	14%
The product has been inspected by Government/FDA/USDA	7%	-	2%
Product will last longer/stay fresher	5%	6%	9%
It is all propaganda/advertising hype/not true	3%	2%	4%
Product has been altered (i.e. enhanced, additives, etc.)	2%	1%	5%
I want/need more information about additives/enhancement	2%	4%	1%
The product has been cooked/radiated	2%	2%	-
Unnecessary chemicals/additives	2%	1%	2%
Product has been altered to stop the growth of bacteria	1%	6%	1%
Not safe/healthy/contains bacteria	1%	-	3%
You do not have to cook the product	1%	-	1%
The product was produced in a cleaner/sterile environment	1%	6%	3%
Other	6%	2%	8%
Don't know	6%	5%	8%
None/Nothing/NA	6%	-	3%

STATEMENT:
FORMULATED TO FURTHER ENHANCE FOOD SAFETY

Here again, the statement conveys that the product has been altered for safety or longevity, or that it contains preservatives.

	General (n=150)	Pregnant (n=81)	Elderly (n=99)
Product has been altered for safety	21%	21%	15%
Contains preservatives/chemicals/additives	16%	16%	14%
Product has been altered for longevity	12%	15%	17%
Product is safe to consume	9%	9%	10%
Packaging has changed/improved	9%	4%	12%
Additional measures taken during production to ensure product safety	9%	10%	9%
Product will last longer/stay fresher	9%	6%	8%
Product has been altered (i.e. enhanced, additives, etc.)	5%	2%	2%
The product has been inspected by Gov't/FDA/USDA	5%	7%	3%
Product has been altered to stop the growth of bacteria	4%	4%	1%
It is all propaganda/advertising hype/not true	4%	-	3%
I want/need more information about additives	3%	4%	4%
Product was produced in a cleaner/sterile environment	3%	1%	3%
Unnecessary chemicals/additives	2%	1%	2%
Product has been cooked/radiated	1%	2%	3%
Product has been altered to improve taste/look	-	-	2%
Other	5%	1%	3%
Don't know	7%	11%	2%
None/Nothing/NA	3%	6%	5%

STATEMENT:
CONTAINS SODIUM DIACETATE TO ENHANCE FOOD SAFETY

Respondents were about twice as likely to say this claim conveys it has been altered for longevity (as opposed to safety) or that it contains preservatives, chemical or additives. It also conveys it contains sodium or salt.

	General	Pregnant	Elderly
	(n=150)	(n=81)	(n=99)
Product has been altered for longevity	27%	27%	23%
Contains preservatives/chemicals/additives	26%	22%	23%
Sodium/salt has been added to the product	11%	4%	16%
Product has been altered for safety	11%	19%	12%
Product will last longer/stay fresher	10%	4%	9%
I want/need more information about additives	7%	4%	11%
Product is safe to consume	6%	9%	4%
Product has been altered to stop the growth of bacteria	3%	5%	1%
Unnecessary chemicals/additives	3%	4%	3%
Not safe/healthy/contains bacteria	1%	1%	2%
I would not buy the product	1%	-	1%
Product has been altered	1%	-	-
It is all propaganda/advertising hype/not true	1%	-	1%
Product has been altered to improve taste/look	-	-	1%
The product has been cooked/radiated	-	1%	-
Additional measures taken during production to ensure product safety	-	1%	-
Other	3%	2%	4%
Don't know	7%	11%	7%
None/Nothing/NA	3%	6%	4%

STATEMENT:
IF YOU ARE PREGNANT OR IMMUNE SUPPRESSED, HEAT...

Across all three segments, upwards of one third of the respondents understood that this statement meant the product must be heated before consumption. Quite a few said it conveyed negative things such as being unsafe.

	General (n=150)	Pregnant (n=81)	Elderly (n=99)
If pregnant/have an immune problem product must be heated before consumption	41%	49%	32%
Must cook/heat before consuming	24%	30%	20%
Not safe/healthy/contains bacteria	17%	17%	20%
Bacteria/contamination must be destroyed prior to consumption	11%	17%	8%
I want/need more information about additives/enhancement	4%	2%	3%
If pregnant/have an immune problem you should not consume this product	3%	5%	2%
Exactly what it says	2%	-	2%
Product is safe to consume	1%	-	1%
Contains preservatives/chemicals/additives	1%	2%	-
I would not buy the product	1%	-	3%
You do not have to cook the product	1%	-	1%
Product has been altered (i.e. enhanced, additives, etc.)	-	-	-
Product has been altered for safety	-	-	1%
The product was produced in a cleaner/sterile environment	-	1%	-
Other	9%	2%	13%
Don't know	1%	1%	3%
None/Nothing/NA	4%	-	3%

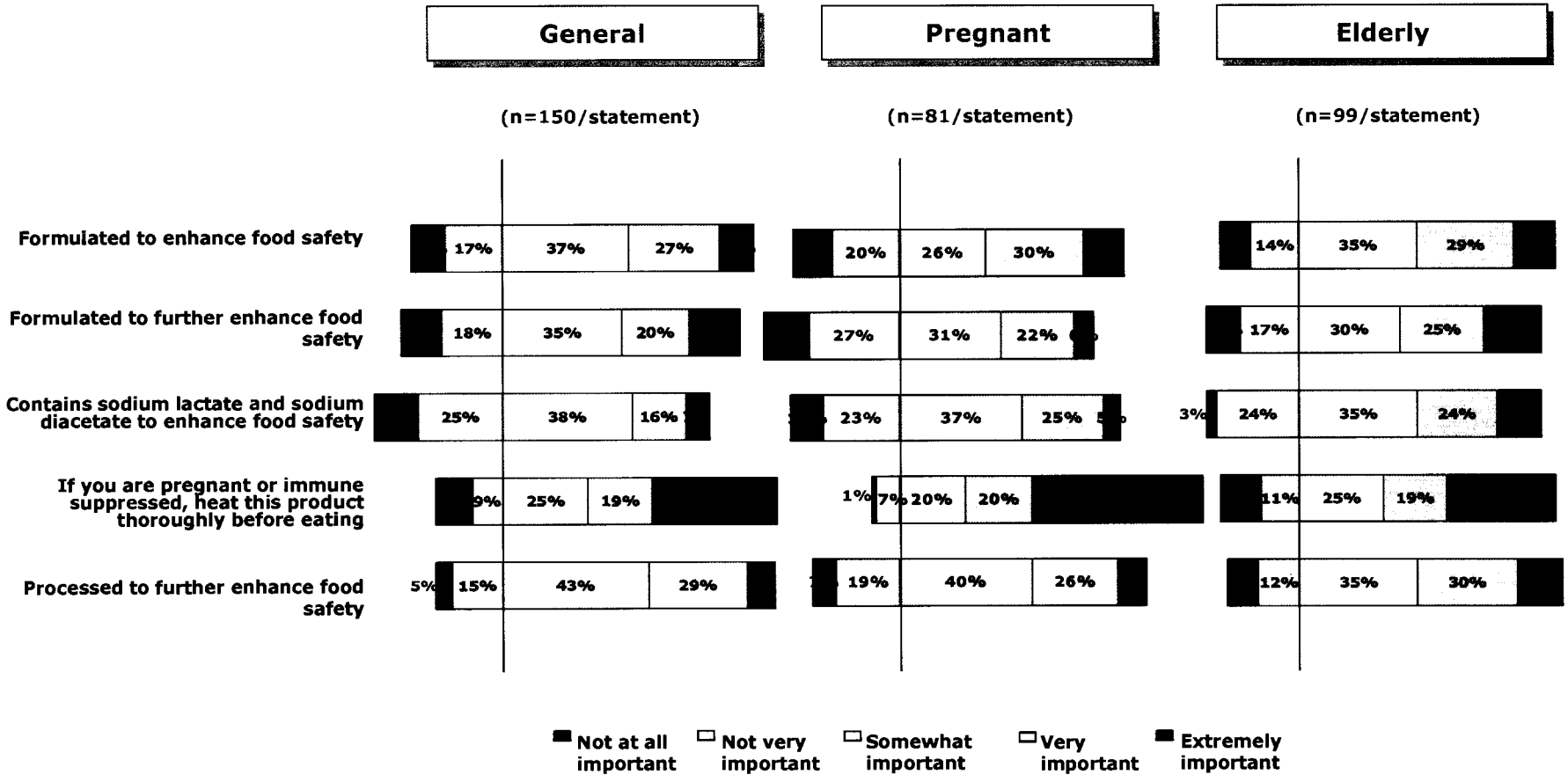
STATEMENT:
PROCESSED TO FURTHER ENHANCE FOOD SAFETY

Again, most said this claim conveyed the product had been altered for safety or longevity.

	General	Pregnant	Elderly
	(n=150)	(n=81)	(n=99)
Product has been altered for safety	17%	17%	24%
Product has been altered for longevity (i.e. salt added, preservatives, etc.)	15%	9%	4%
Additional measures taken during production to ensure product safety	15%	14%	16%
Contains preservatives/chemicals/additives	13%	10%	6%
Product is safe to consume	11%	11%	5%
The product has been cooked/radiated	7%	10%	5%
Product will last longer/stay fresher	6%	6%	8%
Packaging has changed/improved (i.e. sealed better)	6%	4%	4%
Product has been altered (i.e. enhanced, additives, etc.)	5%	-	5%
The product has been inspected by Government/FDA/USDA	5%	7%	-
The product has been processed	5%	7%	-
I want/need more information about additives/ enhancement	4%	2%	5%
Unnecessary chemicals/additives	4%	-	3%
Product has been altered to stop the growth of bacteria	3%	5%	3%
The product was produced in a cleaner/sterile environment	3%	6%	2%
It is all propaganda/advertising hype/not true	2%	2%	2%
Sodium/Salt has been added to the product	1%	-	1%
You do not have to cook the product	1%	-	-
Others	8%	6%	7%
Don't know	4%	6%	8%
None/Nothing/NA	3%	6%	5%

STATEMENT IMPORTANCE

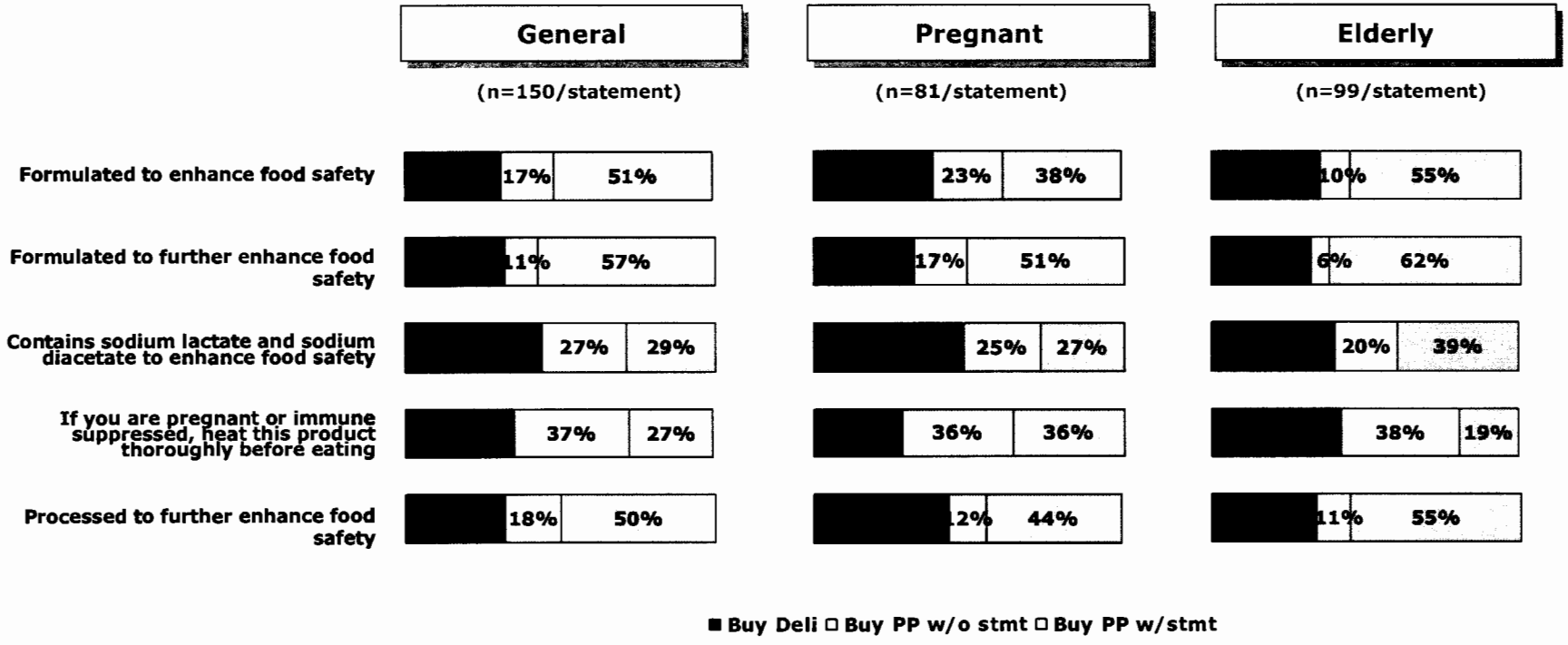
Again, most consumers found the statements to be important, however notable numbers (20% to 41%) found some of the statements to be unimportant.



Q32. How important is this statement: [STATEMENT] to you?

PURCHASE INTENT

When asked to include the deli in their consideration set, we continue to see the majority of consumers choosing pre-packaged lunchmeat with a statement (over a pre-packaged product without a statement or a deli product) in the case of the "processed..." claim and both "formulated..." claims. The "contains sodium..." claim and "pregnant/immune" claims seem to drive consumers to the deli or to pre-packaged products without a claim.



Q33. As you know, lunchmeat products can be purchased both pre-packaged and from the deli counter. If this statement (STATEMENT) were present on some pre-packaged lunchmeat products, would you be...?

TABLE OF CONTENTS

DEMOGRAPHIC PROFILE GENERAL POPULATION

Keep in mind that the "general population" for this survey consists of primary household shoppers who buy pre-packed lunch meats.

(n=1050)

GENDER	Male	11%
	Female	89%
AGE	18-24	13%
	25-34	26%
	35-44	20%
	45-59	24%
	60+	16%
PREGNANT	Planning to become pregnant within the next year	3%
	Currently pregnant	1%
	Had a baby in the past year	1%
	Not pregnant	95%
EDUCATION	Less than high school	2%
	Graduated high school	11%
	Some college/Technical/Vocational	54%
	Graduate college	24%
	Post graduate/professional school	9%
EMPLOYMENT STATUS	Employed full-time	41%
	Employed part-time	12%
	Not currently employed outside the home	12%
	Retired	12%
	Student	17%
	Other	6%

Note: Prefer not to answer/Refused not shown

DEMOGRAPHIC PROFILE GENERAL POP

Keep in mind that the "general population" for this survey consists of primary household shoppers who buy pre-packed lunch meats.

(n=1050)

MARITAL STATUS	Single	23%
	Married	46%
	Living with partner	11%
	Divorced	15%
	Widowed	4%
	Other	2%
RACE	White	88%
	Black or African American	6%
	Asian or Pacific Islander	2%
	American Indian or Alaska Native	2%
	Other race	3%
INCOME	Less than $35,000	40%
	$35,000 to less than $50,000	22%
	$50,000 to less than $75,000	19%
	$75,000 to less than $100,000	8%
	$100,000 to less than $150,000	4%
	$150,000 and above	1%
REGION	Northeast	12%
	Midwest	31%
	South	34%
	West	23%

Note: Prefer not to answer/Refused not shown

FINAL QUESTIONNAIRE

See accompanying document for final questionnaire:

2883que(final).doc

IFIC International Food Information Council Foundation

For more information:
Cogent Research, LLC
125 CambridgePark Drive
Cambridge, MA 02140
617-441-9944
www.cogentresearch.com

COGENT RESEARCH

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PROJECT DETAILS:

Project number:	2883
Client name:	IFIC
Population:	General population & at-risk groups
Sample size:	2100
Length:	10 minutes
Field dates:	TBD
Quotas (per label):	General population: 150
	Elderly: 75
	Pregnant women: 75
Potential weighting:	No

Thank you for agreeing to participate in this important survey about food!

The survey should take about 10 minutes to complete. Be assured that all of your responses will remain strictly confidential (click here to view our privacy policy). Furthermore, at no time during or after this survey will you be asked to purchase anything. If you have any questions or encounter any difficulties, email us at nyanagisawa@cogentresearch.com.

To start the survey, click the "Begin Survey" button. By clicking below, you agree that you will not use, divulge, copy, or print any information included in this survey.

BEGIN SURVEY

2 TYLER COURT
CAMBRIDGE, MA
02140

PH 617 441 8944
FX 617 441 9968

www.cogentresearch.com

SCREENING QUESTIONS

1. Who in your household does the majority of the food shopping?
   - Me
   - Other household member – **TERMINATE**
   - I share the food shopping equally with someone else in the household

2. Are you… ?
   - Male
   - Female

3. **[WOMEN ONLY]** For classification purposes only, are you…
   (Please choose all that apply).
   - Planning to become pregnant within the next year **[PREGNANT]**
   - Currently pregnant **[PREGNANT]**
   - Had a baby in the past year **[PREGNANT]**
   - None of the above
   - Prefer not to answer

4. Which of the following categories includes your age?
   - Under 18 – **TERMINATE**
   - 18-24
   - 25-34
   - 35-44
   - 45-59
   - 60 or older **[ELDERLY]**
   - Prefer not to answer – **TERMINATE**

When answering the questions in this survey, please keep the following definitions in mind:
Pre-packaged lunchmeats - luncheon meats, sliced bologna, ham, turkey, etc. sealed at the manufacturing plant.
Lunchmeats from the deli counter - meat packaged to the consumer's specification in the store at the deli counter.

5. Which, if any, of the following types of food have you purchased for your household in the past six months? (Please choose all that apply)
   - Organic foods
   - Fresh fruits, vegetables
   - Pre-packaged lunchmeats
   - Pre-packaged hot dogs or other sausages
   - Lunchmeats from the deli counter
   - Hot dogs or other sausages from the deli counter
   - Ham salad
   - Cheese
   - None of the above

   IF Q5 DOES NOT INCLUDE 3,4 TERMINATE

6. **[IF Q5=3 OR Q5=4]** You stated that you have purchased pre-packaged lunchmeat or hotdogs for your household in the past 6 months. How often do you purchase pre-packaged lunchmeat or hotdogs for your household?
   - Once a week or more often
   - Every couple of weeks
   - Once a month
   - Every couple of months
   - A few times a year
   - Less than a few times a year

7. **[IF Q5=3 OR Q5=4]** Who in your household typically eats pre-packaged lunchmeat or hotdogs? (Please choose all that apply.)
   - Children under 6
   - Children 6-9
   - Children 10-12
   - Teens 13-17
   - Adult women 18-59
   - Adult men 18-59
   - Adult women over 60
   - Adult men over 60
   - No one in the household would typically eat this

8. **[IF Q5=5 OR Q5=6]** You stated that you have purchased lunchmeat or hotdogs from the deli counter for your household in the past 6 months. How often do you purchase lunchmeat or hotdogs from the deli counter for your household?
   - Once a week or more often
   - Every couple of weeks
   - Once a month
   - Every couple of months
   - A few times a year
   - Less than a few times a year

9. **[IF Q5=5 OR Q5=6]** Who in your household typically eats lunchmeat or hotdogs from the deli counter? (Please choose all that apply.)
   - Children under 6
   - Children 6-9
   - Children 10-12
   - Teens 13-17
   - Adult women 18-59
   - Adult men 18-59
   - Adult women over 60
   - Adult men over 60
   - No one in the household would typically eat this

10. Which, if any, of the following types of lunchmeat have you purchased, either pre-packaged or at the deli counter, in the last year?
    - Bologna
    - Ham
    - Hot dogs
    - Roast beef
    - Turkey
    - None - **TERMINATE**

[PRODUCT SELECTION IS BASED ON Q10. PRODUCTS PURCHASED BY CONSUMERS ARE GIVEN PRIORITY. IF BOLOGNA, HOT DOGS OR TURKEY ARE NOT SPECIFICALLY PURCHASED, THEN A PRODUCT WILL BE RANDOMLY SELECTED].

When purchasing pre-packaged lunchmeat, how much does each of the following influence which product to purchase? [Scale: 1 to 5 where "1" is "no influence" and "5" is "strong influence"]

11. Nutritional information
12. Information such as the "use-by" date
13. Statements placed on the package indicating health or other benefits

14. What other factors, if any, influence your decision to purchase pre-packed lunchmeats? [OPEN ENDED]

FOOD CHOICES

Imagine you are shopping for pre-packaged lunchmeats, and you come across this product.

[SHOW PRODUCT PACKAGING]

RANDOMLY SELECT ONE OF THE FOLLOWING PACKAGES:

- **USDA Mark of Inspection; Statement: Formulated to enhance food safety**
- **USDA Mark of Inspection; Statement: Formulated to further enhance food safety**
- **USDA Mark of Inspection; Statement: Contains sodium lactate and sodium diacetate to enhance food safety**
- **USDA Mark of Inspection; Statement: If you are pregnant or immune suppressed, heat this product thoroughly before eating**
- **USDA Mark of Inspection; Statement: Processed to further enhance food safety**
- **USDA Mark of Inspection; No statement**
- **No USDA Mark of Inspection; No statement**

15. Assuming this type of product is something your household would like, how likely would you be to purchase this product?
    Very unlikely
    Somewhat unlikely
    Neither likely nor unlikely
    Somewhat likely
    Very likely

16. Why would you be likely **[likely (Q15=4 or 5)/unlikely (Q15=1 or 2)]** to purchase this product? **[OPEN-END]**

17. How would you rate the safety of this product?
    Very unsafe
    Somewhat unsafe
    Neither safe nor unsafe
    Somewhat safe
    Very safe

Please indicate how much you agree or disagree with the following statements. [Scale: Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree]

[ASK ALL QUESTIONS – ROTATE ORDER IN WHICH QUESTIONS ARE ASKED]

18. This product is safe for everyone to eat.
19. I would serve this product to everyone in my household.
20. I would eat this product right out of the package.
21. After the package had been open for a few days, I would heat this product before serving it.
22. I would feel safe eating the product after the "use-by" date stated on the package.
23. I would keep the product in the meat drawer in my refrigerator.
24. I would feel confident leaving this product opened in the refrigerator for more than 3 to 5 days.

[SHOW PACKAGE WITH STATEMENT AND PACKAGE WITHOUT STATEMENT – SKIP TO DEMOS IF SAW CONTROL PACKAGE IN PREVIOUS SECTION]
SHOW STATEMENTS 1-5.

25. If given a choice between the 2products below, which one would you purchase?
    Product A
    Product B

26. Why would you choose Product **[A/B]**? **[OPEN END]**

27. Which product do you think is safer?
    Product A
    Product B
    They are the same **– SKIP NEXT Q**

28. Why did you choose Product **[A/B]** as the safer product? **[OPEN END]**

STATEMENT EVALUATION

Please review the package below before continuing to the next page to answer a few additional question.
[SHOW IMAGE]

29. Did you notice the statement, "**[INSERT STATEMENT]**" on the package you just saw?
    Yes
    No
    I don't remember

30. How easy to understand is the statement: "**[INSERT STATEMENT]**"?

    Not at all easy to understand
    Not very easy to understand
    Somewhat easy to understand
    Very easy to understand
    Extremely easy to understand

31. In your own words, what does the statement "**[INSERT STATEMENT]**" mean to you? **[OPEN-END]**

32. How important is the statement "**[INSERT STATEMENT]**" to you?
    Not at all important
    Not very important
    Somewhat important
    Very important
    Extremely important

33. As you know, lunchmeat products can be purchased both pre-packaged and over-the-counter at the deli. If this statement ("**[INSERT STATEMENT]**") were present on some pre-packaged lunchmeat products, would you be…
    More likely to purchase a pre-packaged lunchmeat WITH this statement
    More likely to purchase a pre-packaged lunchmeat WITHOUT this statement
    More likely to purchase lunchmeat from the deli instead of a pre-packaged product

34. In general, how do you prefer to get information about the safety of foods you eat?
    On the package
    Calling a toll-free number
    Newspaper or other news media
    From a website
    Send away for a pamphlet or other written material
    Other (Please specify)
    I do not need food safety information

35. [IF Q34<7] From which other source, if any, would you like to get food safety information? **[OPEN END]**

DEMOGRAPHICS

Now a few questions for statistical purposes only.

36. What was the highest level of education you completed?
    Less than high school
    Graduated high school
    Some college/Technical/Vocational
    Graduated college
    Post-graduate/professional school
    Prefer not to answer

37. What is your employment status?
    Employed full-time
    Employed part-time
    Not currently employed outside the home – **SKIP NEXT Q**
    Retired – **SKIP NEXT Q**
    Student – **SKIP NEXT Q**
    Other (Please Specify:_____) – **SKIP NEXT Q**
    Prefer not to answer – **SKIP NEXT Q**

38. What is your occupation?
    Professional
    Clerical / Service
    Crafts / Labor
    Homemaker
    Other (Please Specify:_____)
    Prefer not to answer

39. What is your marital status?
    Single
    Married
    Living with partner
    Divorced
    Widowed
    Other (Specify:_____)
    Prefer not to answer

40. How many children under the age of 18 live in your household? __ __ **[IF NONE, PLEASE TYPE "0"]**

41. **[SKIP IF NO CHILDREN UNDER 18]** How many of these children are…?
    A) ___ ___ 0 to 2 years old
    B) ___ ___ 3 to 6 years old
    C) ___ ___ 7 to 12 years old
    D) ___ ___ 13 to 17 years old

42. Do you consider yourself of Hispanic/Latino/Spanish descent?
    1) Yes
    2) No
    3) Prefer not to answer

42b. Which of the following best describes your race? *Select as many as apply.*
    White
    Black or African American
    American Indian or Alaska Native
    Asian or Pacific Islander
    Native Hawaiian
    Other race
    Don't know/ prefer not to answer

43. Which of the following categories includes your total annual household income.
    Less than $35,000
    $35,000 to less than $50,000
    $50,000 to less than $75,000
    $75,000 to less than $100,000
    $100,000 to less than $150,000
    $150,000 and above
    Don't know
    Prefer not to answer

44. What is your zip code? ___ ___ ___ ___ ___