Memorandum of Meeting

Date: June 26, 2003

Place: Harvey W. Wiley Federal Building, College Park, MD
                 Room 3B047

Subject: Health Claim Petition- California Walnut Commission
                 (Docket No. 02P-0292)

Participants:

Food and Drug Administration
<u>Center for Food Safety and Applied Nutrition</u>
    <u>Office of Nutritional Products, Labeling and Dietary Supplements</u>
    Kathleen Ellwood, Ph.D., Director, Division of Nutrition Labeling and Programs
        (HFS-830)
    Nancy Crane, M.P.H, R.D., Expert Regulatory Review Scientist, Division of
        Nutrition Labeling and Programs (HFS-830)

    <u>Office of Science</u>
    Elizabeth Yetley, Ph.D., Lead Scientist for Nutrition (HFS-006)

    <u>Office of Scientific Analysis and Support</u>
    Steven Bradbard, Ph.D., Leader, Consumer Studies Team
        Division of Market Studies (HFS-727)
    Brenda Derby, Ph.D., Statistician, Division of Market Studies (HFS-727)

<u>Office of the Commissioner</u>
    <u>Office of the Chief Counsel</u>
    Gloria Overholser, Esq., Associate Chief Counsel for Foods (GCF-1)

California Walnut Commission
    Dennis Balint, Chief Executive Officer, California Walnut Commission
    Miriam Guggenheim, Esq., Covington & Burling, Counsel to the California
        Walnut Commission
    Sarah Taylor, J.D., M.P.H., R.D., Covington & Burling, Counsel to the California
        Walnut Commission
    Daniel Haley, President , Haley and Associates
    Brad Rose, Rose Research
    Steven Rose, Rose Research

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This meeting was held at the request of representatives of the California Walnut Commission (CWC) to continue discussions about a health claim petition submitted on behalf of the CWC. This petition requested that FDA authorize a health claim about the relationship between the consumption of walnuts and reduced risk of coronary heart disease on the label or in the labeling of whole or chopped walnuts.

At this meeting, CWC representatives discussed the results of a telephone survey that was conducted for the CWC. This study tested language for a qualified health claim about nuts that FDA had discussed at a previous meeting. In addition, CWC and FDA representatives discussed issues pertaining to the design of consumer studies and to the evaluation of whether a claim is misleading.

/s/

Nancy T. Crane, M.P.H., R.D.

cc: FDA meeting participants

WALNUT HEALTH CLAIM STUDY

Prepared for:

The California Walnut Commission

June, 2003

Prepared by:

rose research (r²)

Background & Purpose

- Test a new health claim for "nuts" that is being considered by the FDA which states that walnuts and other non-specified nuts potentially reduce the risk of heart disease:

    Some nuts, including walnuts, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. FDA evaluated the data and determined that, although there is scientific evidence supporting the claim, the evidence is not conclusive. See nutrition information for total fat and saturated fat content.

- A survey was conducted among a nationally representative sample of 500 primary grocery shoppers

  - The questionnaire was developed to test consumer reaction to the health claim in terms of:

    - Understandability
    - Nut(s) the claim is referring to
    - Purchase interest (walnuts and other nuts)
    - Believability
    - Meaningfulness
    - Etc.

Methodology

- A total of 500 interviews were completed via the telephone

- Consumers were screened for:

    - Primary grocery shopper
    - 21 - 70 years of age

Conclusions & Recommendations

- Although 76% of the consumers mentioned that the health claim is either "extremely" or "very clear and easy to understand", the statement is potentially misleading.

    - 31% of the respondents believe that the health claim is referring to "all types of nuts"

    - 28% are not sure which nut(s) the claim is referring to

    - When asked which nut(s) the claim is <u>not</u> referring to, 62% of the men and women played back that "it applies to all nuts"

- Furthermore, when given the choice, over one-half of the consumers would rather be given separate claims for individual nuts (i.e. a separate claim for pecans, a separate claim for walnuts, etc.) rather than the blanket statement that they were read - "some nuts, including walnuts," - 51% vs. 44%

- Health messages should continue to be secondary supports in the nut category

  - Nuts are most likely to be used for "snacking" and "cooking/baking"

  - 48% of the consumers mentioned that the health claim was only "somewhat meaningful", with polarization among top-2 box and bottom-2 box ratings - 24% "extremely/very meaningful" vs. 27% "not very/not at all meaningful"

  - Walnut purchase interest was not affected by the health claim

    - 47% "definitely" or "probably would buy walnuts"

    - 46% played back top-2 box purchase interest in 2000 A&U findings (without a health claim)

- The health claim does not generate strong believability scores -- 47% top-2 box (extremely/very believable)

  - Short of our norm of 60%+ based upon 3,000+ studies

Detailed Findings

Type of Nuts Purchased in the Past Year

- Snack nuts (i.e. peanuts and cashews) are purchased most often:

    - Peanuts   69%
    - Cashews   52%
    - Walnuts   52%
    - Pecans   45%
    - Almonds   43%
    - Pistachios   30%
    - Macadamia nuts   22%
    - Hazelnuts/filberts 17%
    - Brazil nuts   14%
    - Pine nuts   12%
    - None   7%

How Often Various Nuts are Bought

- In line with previous findings, peanuts and cashews are bought more frequently than any other nut

  - 73% and 64% purchase them 3 times a year or more

- Of note, walnut purchase frequency has remained more or less static with findings from a previously conducted Attitude & Usage study (fielded in 2000)

	2000 %	2003 %
Twice a year or less	42	47
Three times a year or more	58	53

How Nuts are Used (in general)

- Nuts are primarily used "as a snack" (72%) and "as an ingredient in cooking/baking" (54%)

  - Health is secondary, as less than 1 in 20 use them "as a healthy addition to my diet" and "as a way of reducing cholesterol"

	Total %
As a snack	72
As an ingredient in cooking/baking	54
To serve to guests	8
As an ingredient in everyday meals	6
As a healthy addition to my diet	4
To serve with alcoholic drinks	2
As a way of reducing cholesterol	1

Awareness of Health Benefits Associated with Nuts (in general)

- The vast majority of the primary grocery shoppers are reportedly aware of health benefits associated with any nuts (63%)

  - Three-quarters of them singled out Almonds, Peanuts, Pecans and Walnuts, while about one-half of the respondents mentioned every other nut as having health benefits

| | Total |
	%
Peanuts	76
Almonds	75
Walnuts	73
Pecans	72
Cashews	59
Pistachios	55
Hazelnuts/filberts	51
Macadamia nuts	49
Pine nuts	48
Brazil nuts	47

Reaction to the Health Claim

- More than three-quarters of the respondents were reportedly not confused by the health statement

	Total
	%
Extremely clear and easy to understand	24
Very clear and easy to understand	52
Only somewhat clear and easy to understand	18
Not very clear and easy to understand	3
Not at all clear and easy to understand	1

24 and 52 bracketed together: 76

Is the Health Claim Endorsing One Particular Nut

- Most of the respondents believe that the health claim they were read is endorsing more than one particular nut (57%)

  - On the other hand, over 9 in 10 of those who feel that the claim is referring to only <u>one</u> nut believe that it is for walnuts (92%)

What Nut/Nuts is the Health Claim Referring To

- Indicative of some confusion, 31% of the respondents believe that the health claim is endorsing "all types of nuts", while 28% are not sure which nut the claim is referring to:

	Total %
All types of nuts (in general)	31
Walnuts	23
Peanuts	9
Almonds	8
Pecans	6
Cashews	4
Don't know	28

Nut/Nuts the Health Claim Does Not Apply To

- Further evidence that the health claim is misleading - when asked which nut/nuts the health claim does <u>not</u> apply to, 62% mentioned that it "refers to all types of nuts"

Purchase Intent for Walnuts Based on the Health Claim

- As mentioned previously, walnut purchase interest is not significantly impacted by the health claim, as top-2 box purchase intent scores (definitely/probably would buy walnuts) have remained static vis-à-vis findings from the 2000 A&U study

	2000 A&U %	2003 Total %
Definitely would buy walnuts	12	22
Probably would buy walnuts	34	25
	46	47
Might or might not buy walnuts	37	21
Probably would not buy walnuts	15	17
Definitely would not buy walnuts	2	12

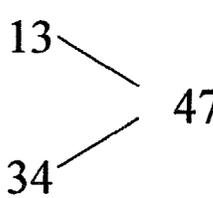# How Meaningful is the Health Claim

- Notably, and possibly due to the vagueness of the statement, the health claim is not particularly meaningful, as nearly one-half of the consumers are "on the fence", while polarization exists between the top-2 and bottom-2 box

	Total %	
Extremely meaningful	4	
Very meaningful	20	24
Somewhat meaningful	48	
Not very meaningful	16	
Not at all meaningful	11	27

Believability of the Health Claim

- Less than one-half of the primary grocery shoppers played back that the health claim is believable (47% top-2 box) - lower than our normative goal of 60% or higher based upon our database of 3,000+ studies

	Total
	%
Completely believable	13
Very believable	34
Somewhat believable	44
Not very believable	5
Not at all believable	3

13 and 34 → 47

Likelihood of Buying/Eating More Nuts (than currently) Based on the Health Claim

- In line with findings indicating that the health claim is only "somewhat meaningful", more than one-half of the respondents played back that they would be "neither more nor less likely" to buy/eat more nuts after hearing the health claim

	Total
	%
Much more likely	10
Somewhat more likely	22
Neither more nor less likely	57
Somewhat less likely	3
Much less likely	7

Would it be Clearer to Have Separate Health Claim Statements for Specific Nuts or is the Current Health Claim Enough

- Finally, most of the consumers agree that separate health claims for specific nuts (i.e. a separate claim for pecans, a separate claim for walnuts, etc.) would be more clear than an overall statement covering "some nuts, including walnuts"

	Total %
Separate health claims would be clearer	51
Current health claim is clear enough	44

WALNUT HEALTH CLAIM STUDY

Prepared for:

THE CALIFORNIA WALNUT COMMISSION

June, 2003

Prepared by:

rose research (r^2)
5455 federal highway, suite q
boca raton, fl 33487
phone: (561) 241-1515   fax: (561) 241-1505
new york, ny

BACKGROUND, PURPOSE & METHODOLOGY

Background & Purpose

The California Walnut Commission would like to conduct a study among a national representative sample of primary grocery shoppers in order to test a new health claim for "nuts" which is being considered by the FDA. In this statement, walnuts and other non-specified nuts are cited for their ability to potentially reduce the risk of heart disease. The health claim tested in this research is as follows:

> *Some nuts, including walnuts, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. FDA evaluated the data and determined that, although there is scientific evidence supporting the claim, the evidence is not conclusive. See nutrition information for total fat and saturated fat content.*

As part of the research, the CWC would like to determine the understandability of the health claim, as well as its influence among consumers in terms of purchase interest – not only for walnuts, but other nuts (in general).

Specifically, the following areas of investigation were covered in the research:

Pre-Health Claim Exposure

- Type of nut(s) purchased in the past year
- Frequency of purchasing specific nut(s)
- Favorite nut
- How nuts are used (in general)
- Awareness of any health benefits associated with nuts
- Specific health benefits aware of
- Nut(s) that provide health benefits
- Nut that provides the most health benefits

Post-Health Claim Exposure

- Understandability of the health claim
- Main idea/other ideas that health claim is trying to communicate
- Nut/nuts the claim is endorsing
- Nut/nuts the claim does not apply to
- Walnut purchase intent
- Other nuts (aside from walnuts) purchase intent
- Type of nut(s) most likely to buy
- Whether the health claim is meaningful
- Believability of the health claim
- Likelihood of eating/buying more nuts after hearing health claim
- Demographics

Methodology

A total of 500 interviews were completed via the telephone among primary grocery shoppers 21 – 70 years of age. The sample was drawn from a list that was representative of the United States. The interviews were conducted from June 20th to June 22nd, 2003.

MANAGEMENT OVERVIEW

Management Overview

Despite the fact that the majority of the consumers do not feel the health claim is confusing, as 76% mentioned that it is either "extremely" or "very clear and easy to understand", the statement is potentially misleading. Specifically, 31% of the total sample believes that the claim is referring to "all types of nuts (in general)"; while 28% were not sure which nut(s) it was referring to. Similarly, when asked which nut (or nuts) the statement is not referring to, 62% of the consumers, in fact, played back that it applies to all nuts, as well. As such, most of the men and women felt that it would be clearer to have separate health claims for specific nuts (i.e. a separate health claim for pecans, a separate health claim for walnuts, etc.) rather than a blanket statement covering "some nuts, including walnuts" (51% vs. 44%).

Another area of concern regarding the health claim is the perception that it is not very meaningful, as nearly one-half of the consumers are ambivalent toward the claim (48% - somewhat meaningful), with the remainder of the consumers polarized – 24% top-2 box – extremely/very meaningful vs. 27% bottom-2 box – not very/not at all meaningful. Furthermore, the claim does not meet our norm for credibility, as over two-fifths of the respondents played back that it is only "somewhat meaningful", while top-2 box playbacks (completely/very believable) are modest (47%) and below our action standard of 60%+ for this measure.

Interestingly, the top-2 box purchase intent scores for walnuts (definitely/probably would buy) are more or less unchanged from an Attitude and Usage study conducted three years ago for walnuts (2003 – 47% vs. 2000 – 46%) – indicating that this claim has no affect on purchase intent. These findings support that food purchase decisions are made due to taste and intended use.

DETAILED FINDINGS

Type of Nuts Purchased in the Past Year

- Not surprisingly, snack nuts are purchased most often in the past year, as nearly 7 in 10 of the consumers have bought peanuts (69%), while over one-half have purchased cashews (52%). At the same time, however, 52% of the primary grocery shoppers have reportedly purchased walnuts in the past year, while at somewhat lower levels, more than two-fifths have also bought pecans and almonds (45% and 43%, respectively), with 3 in 10 mentioning pistachios (30%).

	Total %
Peanuts	69
Cashews	52
Walnuts	52
Pecans	45
Almonds	43
Pistachios	30
Macadamia nuts	22
Hazelnuts/filberts	17
Brazil nuts	14
Pine nuts	12
None	7
BASE	(500)

How Often Various Nuts are Bought

- Moreover, not only do peanuts and cashews achieve the highest household penetration in the nut category, they're also bought more frequently. Accordingly, both peanuts and cashews are reportedly bought 3+ times a year (73% and 64%, respectively), while on the other hand, at least about one-half of the consumers purchase the other nuts (including walnuts – 47%) twice a year or less.

	Almonds %	Brazil Nuts %	Cashews %	Hazelnuts/ Filberts %	Macadamia Nuts %	Peanuts %	Pecans %	Pine Nuts %	Pistachios %	Walnuts %	Other Nuts %
Twice a year or less	47	72	37	69	70	26	50	57	46	47	47
3 – 4 times a year	27	7	32	18	18	27	25	18	24	30	12
5 times a year or more	26	16	32	11	10	46	26	10	30	22	41
Don't know	-	4	-	2	2	-	-	15	-	-	-
Mean											
BASE*	(215)	(69)	(260)	(84)	(110)	(344)	(227)	(61)	(149)	(258)	(17)

*Includes those who purchased the particular nut in the past year.

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- Notably, walnut purchase frequency is more or less in line with findings from a previously conducted walnut Attitude and Usage study (fielded in 2000), where over 4 in 10 of the consumers reported that they buy walnuts twice a year or less, while over one-half purchased them more frequently.

	2000 %	2003 %
Twice a year or less	42	47
3 times a year or more	58	53
BASE	(600)	(500)

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Favorite Type of Nut

- Consistent with past year purchasing patterns, cashews are singled out as a "favorite nut" by roughly one-quarter of the respondents (26%), followed by peanuts (17%). In addition, however at lower levels, about 1 in 10 of the consumers mentioned that they prefer the following nuts – pecans (13%), almonds (12%), walnuts (9%) and pistachios (8%), with macadamia nuts, brazil nuts and hazelnuts/filberts eliciting lower playback (2%, 2% and 1%, respectively).

	Total %
Cashews	26
Peanuts	17
Pecans	13
Almonds	12
Walnuts	9
Pistachios	8
Macadamia nuts	2
Brazil nuts	2
Hazelnuts/filberts	1
Pine nuts	-
Other	2
None	8
BASE*	(465)

*Includes those who purchased nuts in the past year.

How Nuts are Used (in general)

- Nuts are primarily used "as a snack" (72%) and "as an ingredient in cooking/baking" (54%).

  - Other uses at lower levels include – "to serve to guests" (8%), "as an ingredient in everyday meals" (6%), "as a health addition to my diet" (4%), with 2% mentioning that they "serve them with alcoholic drinks" and 1% who use them "as a way of reducing cholesterol" – well below the aforementioned taste/recipe driven uses. Of note, these findings are consistent with existing promotional campaigns conducted by various commodities, whereby the "health" message (albeit important) is secondary to "taste" and "versatility".

	Total %
As a snack	72
As an ingredient in cooking/baking	54
To serve to guests	8
As an ingredient in everyday meals	6
As a healthy addition to my diet	4
To serve with alcoholic drinks	2
As a way of reducing cholesterol	1
BASE*	(465)

*Includes those who purchased nuts in the past year.

Awareness of Health Benefits Associated With Nuts (in general)

- Importantly, the vast majority of the primary grocery shoppers are reportedly aware of health benefits associated with nuts (in general) – 63%.

	Total %
Yes	63
No	37
BASE	(500)

Nuts that Provide Specified Health Benefits

- Notably, three-quarters of the respondents aware of health benefits provided by nuts singled out almonds (75%), peanuts (76%), pecans (72%) and walnuts (73%), while about 5 in 10 believe that all of the other nuts also provide specific health benefits.

	Total %
Peanuts	76
Almonds	75
Walnuts	73
Pecans	72
Cashews	59
Pistachios	55
Hazelnuts/filberts	51
Macadamia nuts	49
Pine nuts	48
Brazil nuts	47
Other	6
None	4
BASE*	(313)

*Includes those who are aware of health benefits associated with nuts.

Nut that Provides the Most Health Benefits

- Nearly one-third of the respondents singled out almonds as providing the most health benefits of all the nuts (32%), while 2 in 10 mentioned peanuts (20%). At lower levels, walnuts were played back by 13% of the consumers as having more health benefits, while all of the other nuts elicited mentions by less than 1 in 10 of the respondents.

	Total %
Almonds	32
Peanuts	20
Walnuts	13
Pecans	5
Cashews	5
Pine nuts	5
Brazil nuts	3
Pistachios	3
Macadamia nuts	2
Hazelnuts/filberts	-
None	12
BASE*	(299)

*Includes those who are aware of health benefits associated with specific nuts.

Reaction to the Health Claim

- More than three quarters of the primary grocery shoppers were reportedly not confused by the health statement, as 76% found it to be either "extremely" or "very clear and easy to understand", while at lower levels, about one-fifth found something about the statement to be confusing (22% -- "somewhat/not very/not at all clear and easy to understand").

	Total %
Extremely clear and extremely easy to understand	24
Very clear and very easy to understand	52
Only somewhat clear and somewhat easy to understand	18
Not very clear and not very easy to understand	3
Not at all clear and not at all easy to understand	1
Don't know	1
BASE	(500)

16

Is the Health Claim Endorsing One Particular Nut

- In addition, most of the consumers believe that the health claim they were reading is endorsing more than one particular nut (57%).

	Total %
Yes	41
No	57
Don't know	2
BASE	(500)

Which Nut is the Health Claim Endorsing

- Expectedly, among those who feel that the health claim is endorsing only one nut, nearly all of them feel that it is referring to walnuts (92%).

	Total %
Walnuts	92
Almonds	2
Peanuts	1
Pecans	1
Other	1
Don't know	1
BASE*	(207)

*Includes those who think statement is endorsing one particular nut.

What Nut/Other Nuts is the Health Claim Referring To

- Interestingly, 3 in 10 of the respondents perceive the health claim to be referring to all types of nuts (in general) – 31%, while at similar levels, and also indicative of confusion, 28% of the consumers are not sure which nut(s) the claim applies to. On the other hand, nearly one-quarter of the men and women singled out walnuts (23%), while at lower levels, fewer than 1 in 10 of the respondents mentioned that the health claim referred to peanuts (9%), almonds (8%), pecans (6%), cashews (4%), hazelnuts/filberts (2%), Brazil nuts (2%), macadamia nuts (2%), pine nuts (2%) and pistachios (2%).

	Total %
All types of nuts (in general)	31
Walnuts	23
Peanuts	9
Almonds	8
Pecans	6
Cashews	4
Hazelnuts/filberts	2
Brazil nuts	2
Macadamia nuts	2
Pine nuts	2
Pistachios	2
Other	4
Don't know	28
BASE	(500)

Nut/Nuts the Health Claim Does Not Apply To

- Moreover, and further evidence that the health claim is somewhat misleading, when asked which nut (or nuts) the statement does not apply to, over 6 in 10 of the respondents mentioned that it refers to all types of nuts (62%), while less than 1 in 10 of the men and women specified any specific nut.

	Total %
Peanuts	6
Macadamia nuts	6
Pine nuts	5
Cashews	5
Pistachios	5
Almonds	4
Brazil nuts	4
Pecans	3
Hazelnuts/filberts	3
Walnuts	1
Other	16
None, it applies to all nuts	62
BASE	(500)

Purchase Intent for Walnuts Based on the Health Claim

- Notably, walnut purchase interest is not significantly impacted by the health claim, as roughly one-half of the respondents mentioned that they "definitely" or "probably would buy walnuts" based upon the statement they were just read (47%). Accordingly, these levels are more or less in line with findings from an Attitude and Usage study conducted in 2000, where top-2 box purchase intent was 46%.

	2000 A&U Total %	2003 Total %
Definitely would buy walnuts	12 ⎱46	22 ⎱47
Probably would buy walnuts	34 ⎰	25 ⎰
Might or might not buy walnuts	37	21
Probably would not buy walnuts	15	17
Definitely would not buy walnuts	2	12
Don't know	-	2
BASE	(600)	(500)

Likelihood of Buying Any Type of Nut (Aside from Walnuts) After Hearing the Health Claim

- In contrast to the previous findings concerning only walnuts, the health statement appears to have a more positive impact on the nut category (in general), as over 7 in 10 of the consumers either "definitely" or "probably would buy nuts" (aside from walnuts) after hearing the claim (71% top-2 box).

	Total %
Definitely would buy nuts	35
Probably would buy nuts	36
Might or might not buy nuts	18
Probably would not buy nuts	5
Definitely would not buy nuts	4
Don't know	3
BASE	(500)

Type of Nut/Nuts Most Likely to Buy After Hearing the Health Claim

- When asked to single out which nut (or nuts) they'd be most likely to buy, nearly 4 in 10 mentioned walnuts (37%), while roughly 2 in 10 reported that they would also be likely to purchase peanuts (28%), cashews (26%), almonds (20%) and pecans (18%).

	Total %
Walnuts	37
Peanuts	28
Cashews	26
Almonds	20
Pecans	18
Pistachios	11
Brazil nuts	4
Macadamia nuts	4
Hazelnuts/filberts	3
Pine nuts	3
Other	8
None	13
BASE	(500)

How Meaningful is the Health Claim

- Interestingly, and possibly due to the vagueness of the statement, the health claim is not particularly meaningful to consumers, as nearly one-half are "on the fence", with 48% mentioning that it is only "somewhat meaningful", while a similar number of respondents played back top-2 or bottom-2 box ratings for this measure (24% - extremely/very meaningful vs. 27% - not very/not at all meaningful).

	Total %
Extremely meaningful	4
Very meaningful	20
Somewhat meaningful	48
Not very meaningful	16
Not at all meaningful	11
Don't know	1
BASE	(500)

Believability of Claims Made in the Health Claim

- Adding to the confusion created by the health statement, less than one-half of the primary grocery shoppers played back that the claim is believable (47% - completely/very believable), with nearly an equal number who find the claim to be only "somewhat believable" (44%).

    - Notably, these believability ratings are lower than our normative goal of 60% or higher based upon our database of 3,000+ studies.

	Total %
Completely believable	13
Very believable	34
Somewhat believable	44
Not very believable	5
Not at all believable	3
Don't know	1
BASE	(500)

Likelihood of Buying/Eating More Nuts (than currently) Based on the Health Claim

- Furthermore, and in line with the findings which indicate that the health claim was only "somewhat meaningful", more than one-half of the respondents played back that they would be "neither more nor less likely" to buy/eat more nuts based upon the claims made in the health statement that they were read. Of note, however, significantly more consumers would be motivated to buy/eat more nuts than less nuts after being exposed to the health claim (32% top-2 box vs. 10% bottom-2 box).

	Total %
Much more likely	10
Somewhat more likely	22
Neither more nor less likely	57
Somewhat less likely	3
Much less likely	7
Don't know	2
BASE	(500)

Would it be Clearer to Have Separate Health Claims for Specific Nuts (i.e., Pecans, Walnuts, Peanuts) or is the Current Health Claim Enough

- Finally, most of the respondents feel that separate health claims for specific nuts (i.e. a specific health claim for pecans, a specific health claim for walnuts, etc.) would be more clear than a blanket statement covering "some nuts, including walnuts" (51% vs. 44%).

  - Accordingly, cross-tabulations will be conducted to see if those who felt that the claim was "clear and easy to understand" prefer the current claim or would like to see separate ones.

	Total %
Separate health claims would be clearer	51
Previous health claim is clear enough	44
No Preference	4
Don't know	1
BASE	(500)

rose research
Boca Raton, FL

I.D.#_____
Study # 2338
June, 2003

HEALTH CLAIM STUDY

Hello, my name is _____ and I'm calling from *rose research*, a nationally known market research firm and we're conducting a survey about food products. This is not a sales call. Your responses will be kept strictly confidential and it will only take about 10 minutes.

1. Are you the female head of household?

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Yes	( ) -1
No	( ) -2

2. Who in your household is primarily responsible for grocery shopping?

    Me   ( )

    Someone else _____   (IF NOT SPEAKING TO THE
                  (WRITE IN)   PRIMARY GROCERY SHOPPER,
                                          ASK TO SPEAK TO THE PERSON
                                          WHO IS. IF THAT PERSON IS NOT
                                          HOME, ASK FOR BETTER TIME TO
                                          CALL BACK. OTHERWISE,
                                          THANK & TERMINATE.)

3. Which of the following groups includes your age? Are you... (READ LIST, CHECK ONE ONLY)

    146

Under 21	( )-1	(TALLY & TERMINATE)
21 - 24	( )-2	
25 - 34	( )-3	
35 - 44	( )-4	
45 - 54	( )-5	
55 - 64	( )-6	
65 – 70	( )-7	
Over 70	( )-8	(TALLY & TERMINATE)

4. Which of the following nuts, if any, have you purchased in the past year? (READ CHOICES, CHECK ALL THAT APPLY)

	Bought in Past Year
Almonds	( )-1
Brazil nuts	( )-2
Cashews	( )-3
Hazelnuts/Filberts	( )-4
Macadamia nuts	( )-5
Peanuts	( )-6
Pecans	( )-7
Pine nuts	( )-8
Pistachios	( )-9
Walnuts	( )-0
Other _____ (specify)	( )-x
None (DO NOT READ)	( )-y (SKIP TO Q.8)

FOR EACH NUT PURCHASED IN THE PAST YEAR IN Q.4, ASK Q.5

5. How often do you purchase (INSERT NUT(S) MENTIONED IN Q.4)? (READ CHOICES, CHECK ONE ONLY FOR EACH NUT MENTIONED IN Q.4)

	Q.5 How Often Purchase Almonds	Q.5 How Often Purchase Brazil	Q.5 How Often Purchase Cashews	Q.5 How Often Purchase Haz/Filb	Q.5 How Often Purchase Macadamia	Q.5 How Often Purchase Peanuts	Q.5 How Often Purchase Pecans	Q.5 How Often Purchase Pine Nuts	Q.5 How Often Purchase Pistachio	Q.5 How Often Purchase Walnuts	Q.5 How Often Purchase Other
Twice a year or less	( )-1	( )-1	( )-1	( )-1	( )-1	( )-1	( )-1	( )-1	( )-1	( )-1	( )-1
3 – 4 times a year	( )-2	( )-2	( )-2	( )-2	( )-2	( )-2	( )-2	( )-2	( )-2	( )-2	( )-2
5 times a year or more	( )-3	( )-3	( )-3	( )-3	( )-3	( )-3	( )-3	( )-3	( )-3	( )-3	( )-3

6. Which **one** nut do you consider to be your favorite? (READ EACH NUT PURCHASED IN THE PAST YEAR IN Q.4 AND CHECK ONE ONLY)

	Bought in Past Year
Almonds	( )-1
Brazil nuts	( )-2
Cashews	( )-3
Hazelnuts/Filberts	( )-4
Macadamia nuts	( )-5
Peanuts	( )-6
Pecans	( )-7
Pine nuts	( )-8
Pistachios	( )-9
Walnuts	( )-0
Other _____ (specify)	( )-x
None (DO NOT READ)	( )-y

7. And, how do you use nuts (in general – i.e. for what purpose or usage occasions do you use them)? (DO NOT READ CHOICES, CHECK ALL THAT APPLY AND/OR WRITE IN ANSWER)

As a snack	( )-1
As an ingredient in cooking/baking	( )-2
To serve to guests	( )-3
To serve with alcoholic drinks	( )-4
As an ingredient in everyday meals	( )-5
As a healthy addition to my diet	( )-6
As a way of reducing cholesterol	( )-7
Other _____ (specify)	( )-8
Other _____ (specify)	( )-9
Other _____ (specify)	( )-0

8. Are you aware of any health benefits associated with nuts, in general?

Yes	( )-1 (ASK Q.9)
No	( )-2 (SKIP TO HEALTH CLAIM AFTER Q.10B)

9.   What health benefits are you aware of that nuts offer? (PROBE:) Are you aware of any other health benefits? (PROBE FOR SPECIFICS)

10a.   Which specific nuts provide this/these health benefits?   (READ CHOICES, CHECK ALL THAT APPLY)

10b.   And, which one nut do you think has the most health benefits? (READ NUTS MENTIONED IN Q.10a AND CHECK ONE ONLY)

	Q.10a CHECK ALL THAT APPLY	Q.10b CHECK ONE ONLY
Almonds	( )-1	( )-1
Brazil nuts	( )-2	( )-2
Cashews	( )-3	( )-3
Hazelnuts/Filberts	( )-4	( )-4
Macadamia nuts	( )-5	( )-5
Peanuts	( )-6	( )-6
Pecans	( )-7	( )-7
Pine nuts	( )-8	( )-8
Pistachios	( )-9	( )-9
Walnuts	( )-0	( )-0
Other _____ (specify)	( )-x	( )-x

Now, I'd like to read to you a health claim. After I'm finished, I'm going to ask you a few questions about it. If you would like, I can read it to you more than once.

READ THE FOLLOWING STATEMENT TO ALL OF THE RESPONDENTS. WHEN FINISHED, ASK RESPONDENT IF THEY WOULD LIKE TO HEAR IT AGAIN.

Some nuts, including walnuts, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. FDA evaluated the data and determined that, although there is scientific evidence supporting the claim, the evidence is not conclusive. See nutrition information for total fat and saturated fat content.

11. Do you think the statement I just read to you is . . . (READ CHOICES, CHECK ONE ONLY)

Extremely clear and extremely easy to understand	( )-1
Very clear and very easy to understand	( )-2
Only somewhat clear and somewhat easy to understand	( )-3*
Not very clear and not very easy to understand	( )-4*
Not at all clear and not at all easy to understand	( )-5*

*ASK Q.12

12. You said that this statement is (INSERT ANSWER FROM Q.11). Why do you feel this way? (PROBE:) What makes it difficult to understand? (PROBE FOR SPECIFICS)

13. In your opinion, what is the one main idea they are trying to get across in this statement? (RECORD ONE THOUGHT)

14. What else is this statement trying to communicate to you? (PROBE:) Anything else? (PROBE FOR SPECIFICS)

15. And, do you think this statement is endorsing any one particular nut?

Yes	( )-1	(ASK Q.16)
No	( )-2	(SKIP TO Q.17)
Don't know (DO NOT READ)	( )-3	(SKIP TO Q.17)

16. Which one nut do you think this claim is endorsing? (DO NOT READ LIST, CHECK ONE ONLY)

	Q.16 CHECK ONE ONLY
Almonds	( )-2
Brazil nuts	( )-7
Cashews	( )-4
Hazelnuts/Filberts	( )-6
Macadamia nuts	( )-0
Peanuts	( )-1
Pecans	( )-5
Pine nuts	( )-8
Pistachios	( )-9
Walnuts	( )-3
All types of nuts (in general)	( )-x
Other _____ (specify)	( )-y

17. What nuts/other nuts do you think this health claim is referring to? (DO NOT READ LIST, CHECK ALL THAT APPLY)

	Q.17 CHECK ALL THAT APPLY
Almonds	( )-2
Brazil nuts	( )-7
Cashews	( )-4
Hazelnuts/Filberts	( )-6
Macadamia nuts	( )-0
Peanuts	( )-1
Pecans	( )-5
Pine nuts	( )-8
Pistachios	( )-9
Walnuts	( )-3
All types of nuts (in general)	( )-x
Other _____ (specify)	( )-x

18. And, what nut or nuts, if any, do you think this claim does not apply to? (DO NOT READ LIST, CHECK ALL THAT APPLY. DO NOT ALLOW RESPONDENT TO MENTION A NUT THEY ALREADY FEEL THE CLAIM REFERS TO IN Q's. 16 OR 17)

	Q.18 CHECK ALL THAT APPLY
Almonds	( )-2
Brazil nuts	( )-7
Cashews	( )-4
Hazelnuts/Filberts	( )-6
Macadamia nuts	( )-0
Peanuts	( )-1
Pecans	( )-5
Pine nuts	( )-8
Pistachios	( )-9
Walnuts	( )-3
Other _____ (specify)	( )-x
None, it applies to all nuts	( )-1

I'd now like to read the same statement to you one more time and just ask you a few more questions about it.

INTERVIEWER: READ STATEMENT TO THE RESPONDENT AGAIN.

Some nuts, including walnuts, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. FDA evaluated the data and determined that, although there is scientific evidence supporting the claim, the evidence is not conclusive. See nutrition information for total fat and saturated fat content.

INTERVIEWER: ROTATE ORDER OF Q'S 19 AND 20 SO THAT ½ OF THE RESPONDENTS ANSWER Q. 19 FIRST AND ½ ANSWER Q. 20 FIRST.

19.   Based on this statement, if you were food shopping today and walnuts were available at a reasonable price, how likely would you be to buy them? Would you say you ...? (READ CHOICES, CHECK ONE ONLY)

Definitely would buy walnuts	( )-1
Probably would buy walnuts	( )-2
Might or might not buy walnuts	( )-3
Probably would not buy walnuts	( )-4
Definitely would not buy walnuts	( )-5

20.   Aside from walnuts, how likely would you be to buy any type of nut after hearing this statement? Would you say you ...? (READ CHOICES, CHECK ONE ONLY)

Definitely would buy nuts	( )-1
Probably would buy nuts	( )-2
Might or might not buy nuts	( )-3
Probably would not buy nuts	( )-4
Definitely would not buy nuts	( )-5

21. What type of nut, or nuts, would you be most likely to buy after hearing this statement? (DO NOT READ CHOICES, CHECK ALL THAT APPLY)

	Q.21 CHECK ALL THAT APPLY
Almonds	( )-1
Brazil nuts	( )-2
Cashews	( )-3
Hazelnuts/Filberts	( )-4
Macadamia nuts	( )-5
Peanuts	( )-6
Pecans	( )-7
Pine nuts	( )-8
Pistachios	( )-9
Walnuts	( )-0
Other _____ (specify)	( )-x
None (DO NOT READ)	( )-y

22. Why would you be most likely to buy (INSERT NUT MENTIONED IN Q.21)? (PROBE:) Are there any other reasons? (PROBE FOR SPECIFICS)

23. How meaningful is this claim to you? Would you say that it is...? (READ CHOICES, CHECK ONE ONLY)

Extremely meaningful   ( )-1
Very meaningful   ( )-2
Somewhat meaningful   ( )-3
Not very meaningful   ( )-4
Not at all meaningful   ( )-5

24. And, how believable are the claims made in the statement that I just read to you again? Would you say that they are...? (READ CHOICES, CHECK ONE ONLY)

Completely believable	( )-1
Very believable	( )-2
Somewhat believable	( )-3
Not very believable	( )-4 — (ASK Q.25)
Not at all believable	( )-5

25. What do you find hard to believe? (PROBE:) Anything else? (PROBE FOR SPECIFICS)

26. Based on the statement that I just read to you, how likely would you be to buy and eat more nuts that you do now? Would you say that you would be...? (READ CHOICES, CHECK ONE ONLY)

Much more likely	( )-1
Somewhat more likely	( )-2
Neither more nor less likely	( )-3
Somewhat less likely	( )-4
Much less likely	( )-5

Finally, just a few questions for classification purposes only.

27. What is the last level of education that you have completed? (READ LIST, CHECK ONE ONLY)

Some high school or less	( )-1
Completed high school	( )-2
Some college	( )-3
Completed college	( )-4
Post graduate	( )-5
Trade/technical school	( )-6

28.   Including yourself, what is the total number of people living in your household? (DO NOT READ)

One	( )-1	(SKIP TO Q. 31)
Two	( )-2	
Three	( )-3	
Four	( )-4	
Five or more	( )-5	
Refused	( )-6	

29.   Do you have any children 18 or younger living in your household?

Yes	( )-1	
No	( )-2	(SKIP TO Q. 31)

30.   Which of these age groups includes the age(s) of your child/children?   (READ LIST)

Under 4	( )-1
4 - 8	( )-2
9 - 12	( )-3
13 - 15	( )-4
16 - 17	( )-5

31.   Which of the following groups includes your total annual household income before taxes?   (READ CHOICES)

Under $15,000	( )-1
$15,000 - $24,999	( )-2
$25,000 - $34,999	( )-3
$35,000 - $44,999	( )-4
$45,000 - $54,999	( )-5
$55,000 - $64,999	( )-6
$65,000 - $84,999	( )-7
$85,000 - $99,999	( )-8
$100,000 or more	( )-9

NAME:_____

ADDRESS:_____

CITY:_____ STATE:_____ ZIP:_____

PHONE NUMBER:_____

Thank you and remember, your opinion counts!