

# On-Pack Nutrition Labeling

*A Business & Marketing Opportunity*



Funded by The Beef Checkoff

# On-Pack Nutrition Labeling

- Educate consumers
- Implement an on-pack nutrition labeling program
- Evaluate program results

# On-Pack Nutrition Labeling Study

- Three programs to date
- Working with two additional retailers
- Most recent program launch: May - August, 2006
- Programs included on-pack labeling and POS

# Research Partners to Date



# Research Project Components

- Nutrition Facts Panel
- Key nutrition messages
- Consumer Education
- Ground beef dual declaration labeling
- Consumer intercepts
- Retail sales tracking

# Nutrition Facts Panel

- Incorporated into the scale label
- Required a larger label
- Composite nutrition data

2010241904019

MARSH.

U.S.D.A. CHOICE BEEF  
EYE OF ROUND

**SAFE HANDLING INSTRUCTIONS**  
THIS PRODUCT WAS PREPARED, INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS NOT HANDLED OR COOKED PROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.

KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.

COOK THOROUGHLY.

KEEP HOT FOODS HOT, REFRIGERATE LEFT-OVERS IMMEDIATELY OR DISCARD.

**NUTRITION FACTS**  
Serving Size 4 oz (112g) Servings varied

Amount / Serving		
Cal 240	Fat	Cal 140
%Daily Values*		
Total Fat 16g		25%
Sat. Fat 6g		32%
Cholest. 70mg		23%
Sodium 55mg		2%
Total Carb. 0g		0%
Protein 22g		
Vit. B6 25%	Zinc 20%	
Vit. B12 50%	Iron 8%	

\*Percent Daily Values (DV) are based on a 2000 calorie diet. Not a significant source of fibers, sugar, Vitamin C, calcium.

Sell By  
Mar 29, 06

Net Wt/Lb	Unit Price	Total Price
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INDIANAPOLIS, IN 46256

Iron helps give you energy  
for daily activities.  
Beef is a good source of Iron.

# Composite Label Development

- All proteins were labeled
- Used composite nutrient data
- Twenty percent composite tolerance
- Both grade and trim level are critical factors

# Nutrition Facts Panel

**Nutrition Facts**  
 Serving Size 3 oz.  
 Servings Per Container: Varied

Amount Per Serving	
<b>Calories 162</b>	
	<b>% Daily Value*</b>
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 1g	<b>6%</b>
<b>Cholesterol</b> 77mg	<b>26%</b>
<b>Sodium</b> 38mg	<b>2%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 0g	
<b>Protein</b> 27g	<b>55%</b>
<b>Vitamin A</b> 0%	• <b>Vitamin C</b> 0%
<b>Calcium</b> 0%	• <b>Iron</b> 14%

\*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

201024904019 **MARSH.**

**U.S.D.A. CHOICE BEEF  
 EYE OF ROUND**

SAFE HANDLING INSTRUCTIONS		NUTRITION FACTS	
THIS PRODUCT WAS PREPARED INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.		Serving Size	Servings
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.		4 oz (112g)	varied
KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.		<b>Amount / Serving</b>	<b>Cal 240 Fat Cal 140</b>
COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.		<b>%Daily Values*</b>	
		Total Fat	16g 25%
		Sat. Fat	6g 32%
		Cholest.	70mg 23%
		Sodium	55mg 2%
		Total Carb.	0g 0%
		Protein	27g
		Vit. B6	25% Zinc 20%
		Vit. B12	50% Iron 8%
		*Percent Daily Values (DV) are based on a 2000 calorie diet. Not a significant source of fibers, sugar, Vitamin A, Vitamin C, calcium.	

Sell By **Mar 29, 06**

Net Wt/Ct	Unit Price	Total Price

INDIANAPOLIS, IN 46256

**Iron helps give you energy  
 for daily activities.  
 Beef is a good source of Iron.**

# Scale Labels



2 01481 50369 5



**Harris Teeter**  
MATTHEWS, NC 28105

BEEF EYE OF ROUND STEAK BNLS

TARE WT  
0.03 lb

NET WT  
0.77 lb

SELL BY:  
07/21/03

UNIT PRICE  
\$4.79/lb

**\*TOTAL PRICE\***  
**\$3.69**

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COOK THOROUGHLY. KEEP HOT FOODS HOT.

REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.


Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*
Serv Size	4.0 oz (112g)	Total Fat	10.0g	Total Carb	.0g
Serv Per Cont.	varied	Sat. Fat	3.5g	Fiber	.5g
Calories	190	Cholest.	65MG	Sugars	1g
Fat Cal	90	Sodium	55MG	Protein	23.0g
		Iron	8%	Thiamin	6%
		Niacin	20%	Vit. B6	25%
				Vit. B12	60%
				Zinc	20%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.  
Not a significant source of vitamin A, vitamin C, calcium.


\*TOTAL PRICE\*

\$3.69

HARRIS TEETER#172  
DURHAM N.C.



2 01535 00422 2



**Fry's**  
Quality Meats

BONELESS SIRLOIN TIP STEAK

Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*
Serv Size	2.154 oz (2154)	Total Fat	13g	Total Carb	0g
Serv Per Cont.	varied	Sat. Fat	5g	Fiber	0g
Calories	210	Cholest.	75mg	Sugars	0g
Fat Cal	120	Sodium	65mg	Protein	22g
		Iron	10%	Thiamin	8%
		Niacin	20%	Vit. B6	25%
				Vit. B12	60%
				Zinc	35%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.  
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SAFE HANDLING INSTRUCTIONS

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COOK THOROUGHLY. KEEP HOT FOODS HOT.

REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

NET WT  
0.90 lb

TARE  
0.05 lb

UNIT PRICE  
\$4.69/lb

FRY'S #58

TOTAL PRICE  
\$4.22

SELL BY:  
08/18/03

THANKS FOR SHOPPING FRY'S

# Key Messages

- Beef, a good source of Zinc, Iron, Protein and many B-vitamins
- Zinc helps fight colds and maintains a healthy immune system
- Iron is important to your children's mental development
- Protein acts as a building block for muscles, which helps your metabolism
- Many B-vitamins help turn your food into energy

# POS Examples


**BEEF**  
an EXCELLENT SOURCE  
of **ZINC** to help your body  
fight colds & flu



**BEEF**

IT'S WH...

**BEEF**  
a GOOD SOURCE  
of **IRON** to help give you  
energy for daily activities



**BEEF**

IT'S WHAT'S FOR DINNER.

**MARSH.**  
EXPERTS IN FRESH.

**NEW!** in our  
meat department

Nutrition Information  
on all Beef Packages



**BEEF**

IT'S WHAT'S FOR DINNER.

Iron helps give you energy  
for daily activities.  
Beef is a good source of Iron.

**MARSH.**  
EXPERTS IN FRESH.

**NEW!** in our  
meat department

Nutrition Information  
on all Beef Packages



Plus, we've added key **MICRONUTRIENTS** so you can easily see the benefits of eating beef.

**IRON:** Important for your child's mental development

**ZINC:** Helps you fight colds & maintain a healthy immune system

**MANY B-VITAMINS** help turn your food into energy

**BEEF**

IT'S WHAT'S FOR DINNER.

**Bill Foods**

**NEW!** in our  
meat department

Nutrition Information  
on all Beef Packages



**MARSH.**  
EXPERTS IN FRESH.

**NEW!** in our  
meat depart

Nutrition Information  
on all Beef Packages



**BEEF**  
a GOOD SOURCE of  
**ZINC, IRON, PROTEIN,  
& MANY B-VITAMINS**

**ZINC** helps your body fight  
colds and flu.

**IRON** helps give you energy for  
daily activities.

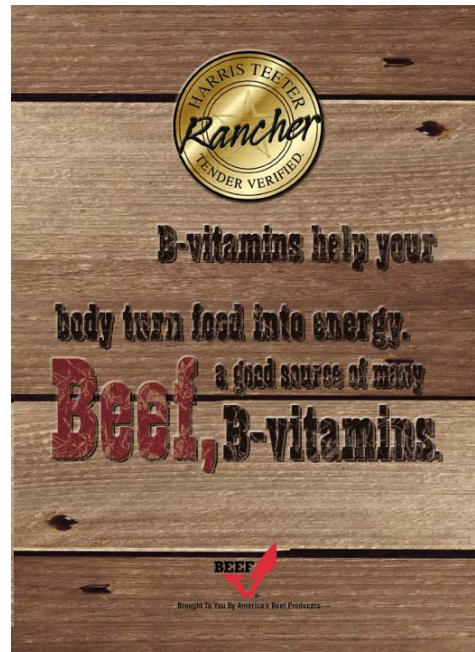
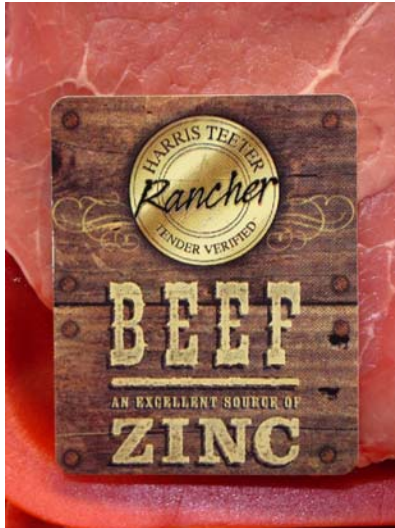
**PROTEIN** helps your body build  
lean muscles.

**B-VITAMINS** help your body turn  
food into energy.

**BEEF**

IT'S WHAT'S FOR DINNER.

# POS Examples



# Label Messaging

201024904013

**MARSH.**

**U.S.D.A. CHOICE BEEF  
EYE OF ROUND**

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	<b>*Percent Daily Values (DV) are based on a 2000 calorie diet. Not a significant source of fibers, sugar, Vitamin A, Vitamin C, calcium.</b>

Sell By  
Mar 29, 06

Net Wt/Ct	Unit Price	Total Price
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INDIANAPOLIS, IN 46256

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Beef is a good source of Iron.**

# Media Support

**USDA CHOICE**  
Boneless Top Sirloin Steaks **\$4.88** L.B.  
Boneless Pork Chops **\$3.98** L.B.

**FISH MARKET**  
Fresh Tilapia Fillets **\$5.99** L.B.  
Fresh Jumbo Sea Scallops **\$11.99** L.B.

**PREMIUM GOLD BEAF ANGUS**  
Boneless Top Round London Broil **\$2.48** L.B.  
Boneless Sirloin Tip Gourmet, Petite or Sandwich Steaks **\$3.98** L.B.  
Boneless New York Strip Steaks **\$9.98** L.B.

**NEW!** in our meat department  
Nutrition Information on all Beef Packages

# Ground Beef Dual Declaration Labeling

**Ground Sirloin**



**Nutrition Facts**

	Raw		Cooked, Pan-broiled		Raw		Cooked, Pan-broiled				
	Amount/serving	%DV*	Amount/serving	%DV*	Amount/serving	%DV*	Amount/serving	%DV*			
Serving Size 4 oz (112g)											
Servings varied											
	Raw	Pan-broiled									
<b>Total Fat</b>	11g	17%	9g	14%	Sodium	75mg	3%	64mg	3%		
<b>Sat. Fat</b>	4.5g	22%	4g	20%	<b>Total Carb</b>	0g	0%	0g	0%		
<b>Cholest.</b>	73mg	24%	70mg	23%	<b>Protein</b>	23g		21g			
<b>Calories</b>	199		173		<b>Iron</b>		10%	13%	<b>Vitamin B6</b>	25%	16%
<b>Fat Cal.</b>	99		81		<b>Vitamin B12</b>		50%	42%	<b>Zinc</b>	20%	34%

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

Not a significant source of dietary fiber, sugars, Vitamin A, Vitamin C or Calcium.

**Spaghetti & Meatballs Recipe & Storage Tips Inside**

**Peel Here**

# Research Results



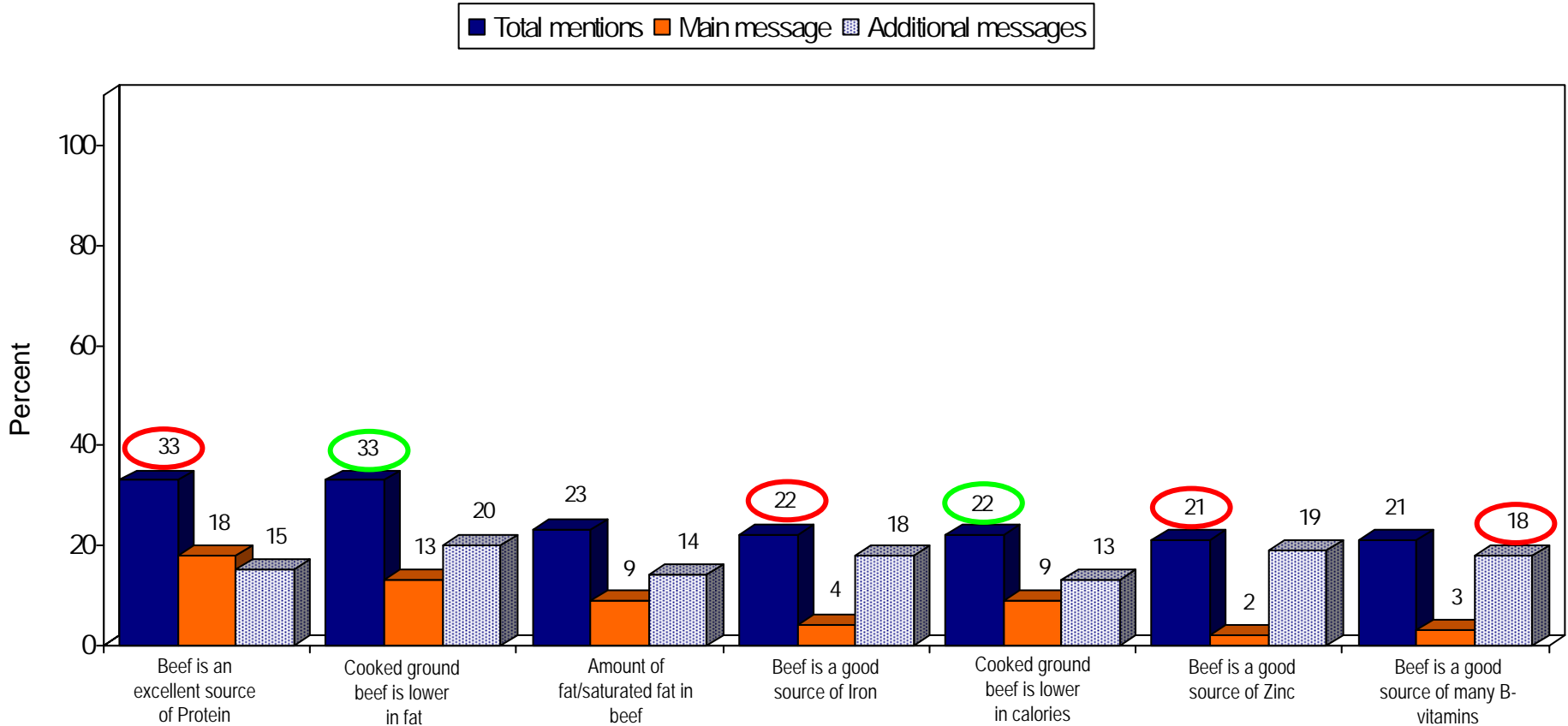
# **Beef Nutrition Labeling Consumer In-Store Intercept Research**



Conducted by Shugoll Research  
March and August 2006



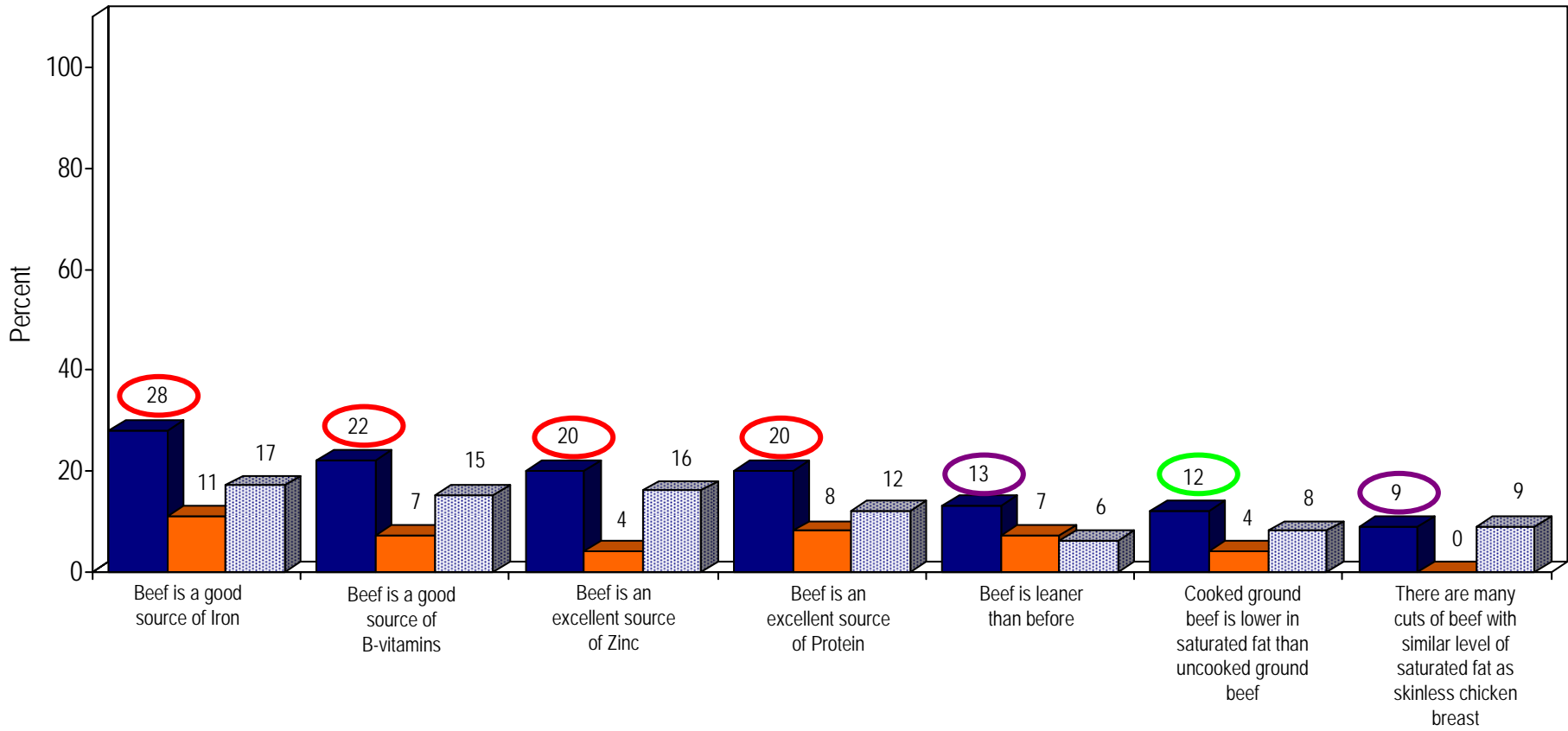
# Messages Communicated On (Unaided) Beef Packaging Labels





# Messages Communicated By (Unaided) Beef Signs

■ Total mentions ■ Main message ■ Additional messages

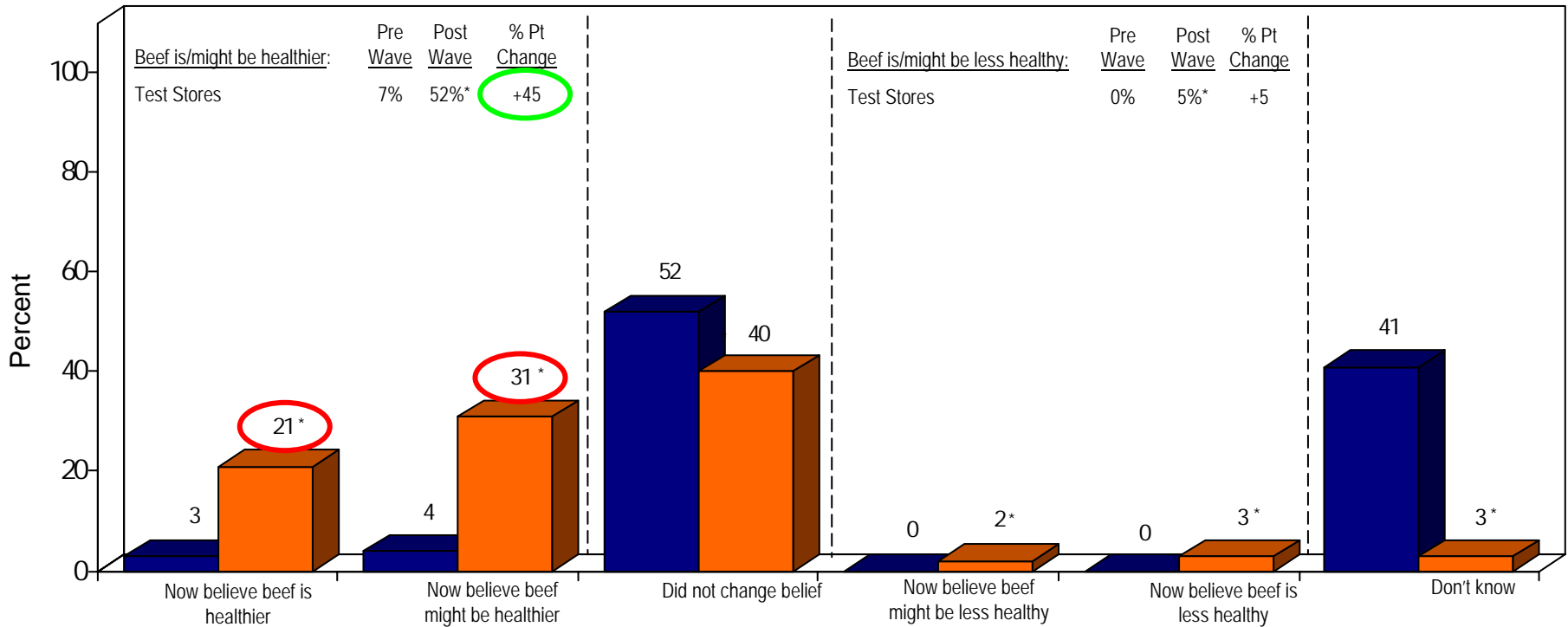


Note: Percentages may add to more than 100 percent because multiple answers were accepted.



# Impact of In-Store Nutritional Information On Perceptions Of The Healthiness Of Beef

■ Test Pre Wave (n=301) ■ Test Post Wave (n=300)



\*Indicates a significant difference from the test/control pre wave stores at the 95 percent confidence level.

# Retail Sales Results

## *All Beef Cuts*

<b>Test vs. Control Stores</b> <b>% Pt Difference</b>	
	<b>Test vs. Pre-Test Period*</b>
	<i>Pounds</i>
<b>Marsh</b>	+ 1 pt
<b>LoBill</b>	+ 4 pts

\*Test Period: WE 5-14-06 through 8-27-06 (16 weeks); Pre Test Period: WE 1-21-06 through 5-6-06 (16 weeks)

# Retail Sales Results

## *Lean Cuts Only*

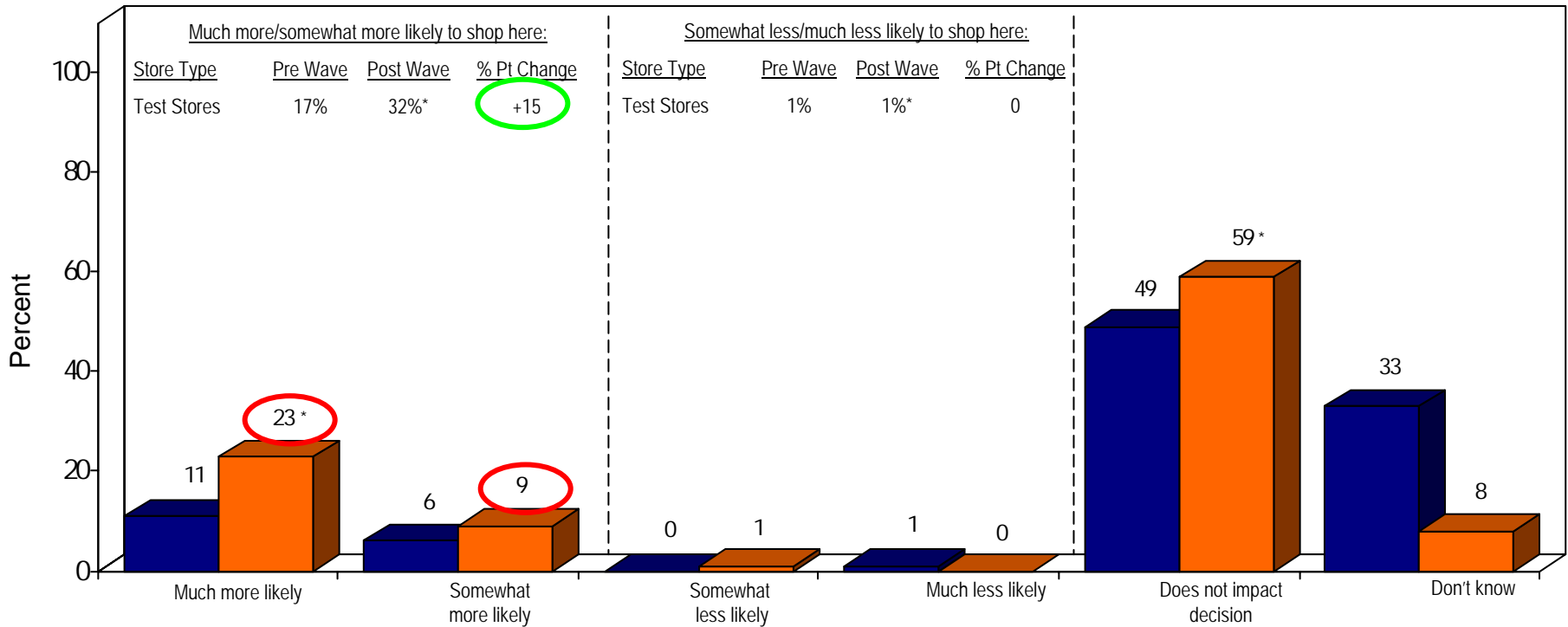
Test vs. Control Stores % Pt Difference	
	Test vs. Pre-Test Period*
	<i>Pounds</i>
<b>Marsh</b>	+ 7 pts
<b>LoBill</b>	+ 3 pts

\*Test Period: WE 5-14-06 through 8-27-06 (16 weeks); Pre Test Period: WE 1-21-06 through 5-6-06 (16 weeks)



# Impact Of In-Store Nutritional Information On Intentions To Shop At Marsh/LoBill Stores

■ Test Pre Wave (n=301) ■ Test Post Wave (n=300)



\* Indicates a significant difference from the test/control pre wave stores at the 95 percent confidence level.

# Research Conclusions

- Education is key
- POS is critical
- Nutrition changes attitudes
- Information changes behavior
- Program can drive store choice

# On-Pack Nutrition Labeling Study

- New on-pack research being conducted
- Results available Fall 2007
- Eager to expand on-pack labeling

# On-Pack Nutrition Labeling for Fresh Meats

- Don't wait for nutrition labeling rule announcement
- Business and marketing opportunity
- Program can deliver:
  - *Consumer awareness of nutrition value of fresh meat*
  - *Differentiation*
  - *Customer loyalty*
  - *Increased sales*