

Consumer Focus Group Results:

A focus group study to explore reactions to nutrition labeling for fresh meat.



Prepared for the National Cattlemen's Beef Association, Food Marketing
Institute and National Pork Board.

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Background

- Purpose: understand consumers' needs, behavior and preferences for nutrition labeling on fresh meat products.
- Specific objectives:
 - Determine food information needs
 - Determine how consumers use food labels for fresh meat products
 - Determine preferred content, placement and size of nutrition labels for meat
 - Determine strengths and weaknesses of labels
 - Review Nutrifacts materials
- Focus Groups conducted by Shugoll Research

Methodology & Study Procedures

- Four focus groups conducted in Bethesda, MD on April 4 and 5, 2001. The groups were held at 6:00 PM and 8:00 PM each evening.
- Two groups with very nutrition-conscious consumers; and two groups with less nutrition-conscious consumers.
- All respondents met the following criteria:
 - Responsible for at least half of the grocery shopping in their household
 - Between the ages of 25 and 65
 - Eat beef, pork and/or poultry
 - Read food labels when shopping for food
 - Have a total household income of at least \$25,000
 - Be articulate and feel comfortable expressing their opinions in a group
- All were recruited to represent a mix of gender, income levels, ethnicity, age, marital status, presence of children in the household and frequency of eating beef, pork and/or poultry.

Consumer Focus Group Results

- **Consumers want to see nutrition information for fresh meat.**
 - Information on fat content, calories per serving, cholesterol and proteins are of greatest importance.
 - Micronutrients (vitamins and minerals) are also of interest.
- **Consumers are generally unaware of the micronutrients found in fresh meat products.**
 - Very nutrition conscious consumers want all micronutrient information on labels, while other consumers are neutral about the issue.

Consumer Focus Group Results

- **Consumers were split as to whether micronutrients not found in fresh meat should be listed on the label with a percent value of zero.**
 - e.g., Vitamins A, C and calcium
- **Consumers preferred a vertical label.**
 - Large or too many labels obstruct their view of the meat.
 - Placing the label on the back of the package is not an effective labeling solution.

Need more Information?

Please contact the National Cattlemen's
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