

A Focus Group Study to Test Consumer Reactions to Nutrition Messages for Fresh Beef

May 2002



Funded by the Cattlemen's Beef Board

Background

- **Six focus groups were conducted, two in each of three markets; Denver on May 15, Boston on May 20 and Atlanta on May 21, 2002.**
- **In each market, one group was conducted with very nutrition conscious consumers and one group was conducted with less nutrition conscious consumers.**
- **Study Objectives**
 - **Describe information obtained in the grocery store fresh meat department**
 - **Examine current use of nutrition information**
 - **Determine interest in nutrition information for fresh beef**
 - **Test potential nutrition messages for beef packages**
 - **Test in-store point-of-purchase materials and creative treatments**
- **Focus Groups conducted by Shugoll Research**

Consumer Focus Group Results

- **Supermarkets do not currently provide consumers with comprehensive nutrition information about beef.**
- ***Implication:*** Retailers should be encouraged to voluntarily participate in a nutrition campaign about beef being a good source of protein, iron, zinc and B-vitamins.

Consumer Focus Group Results

- **Consumers obtain nutrition information about foods in a variety of ways.**
 - nutrition labels, cookbooks, advertising, and point-of-sale materials
- ***Implication:*** Use of multiple communications vehicles will be necessary to achieve maximum reach with its nutrition messages.

Consumer Focus Group Results

■ **Consumers are:**

- aware that beef is a good source of protein and iron.
- not very aware that it is a good source of zinc and certain B-vitamins.
- not clear how beef's nutrients can positively impact their body and overall health.

■ ***Implication: Beef industry should:***

- reinforce beef as a good source of protein and iron.
- create consumer awareness of beef as a good source of zinc and B-vitamins.
- educate the public regarding the positive health benefits associated with beef.

Consumer Focus Group Results

- **Not all consumers are equally receptive to the various nutrition messages tested for beef.**
- ***Implication:***
 - Promote a single nutrition message to select market segments when appropriate.
 - At the same time, an umbrella message would enable the beef industry to reinforce beef's nutrition attributes as a whole to the population at large.

Consumer Focus Group Results

- **Consumers want substantive information on the nutritional content of beef.**
- ***Implication:*** Avoid using general terms
 - e.g., “many” B-vitamins, “adequate” zinc, etc.
 - If specific information is cited, provide back-up data to support the claim (e.g., “nine” essential nutrients).

Consumer Focus Group Results

- Language used in a nutrition campaign that is too technical is confusing, and language that is too sales-oriented or exaggerated seems gimmicky and makes consumers cynical.
- **Implication:** Avoid using the following language in a nutrition campaign:
 - “*One 3-ounce serving provides more than 10% of the daily value for nine essential nutrients yet contributes less than 10% of calories to a 2000 calorie diet*” **is too technical.**
 - “*Beef is a nutritional bargain*” **is unbelievable** since most consumers think of beef as being relatively expensive.
 - “*Packed*” implies that the nutrients in beef are artificially injected.

Need more Information?

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