

About the Survey

FooDS tracks consumer preferences and sentiments on the safety, quality, and price of food at home and away from home with particular focus on meat demand. FooDS is a monthly on-line survey with a sample size of at least 1,000 individuals, weighted to match the US population in terms of age, gender, education and region of residence. See the [online technical document](#) for more details.

MEAT DEMAND

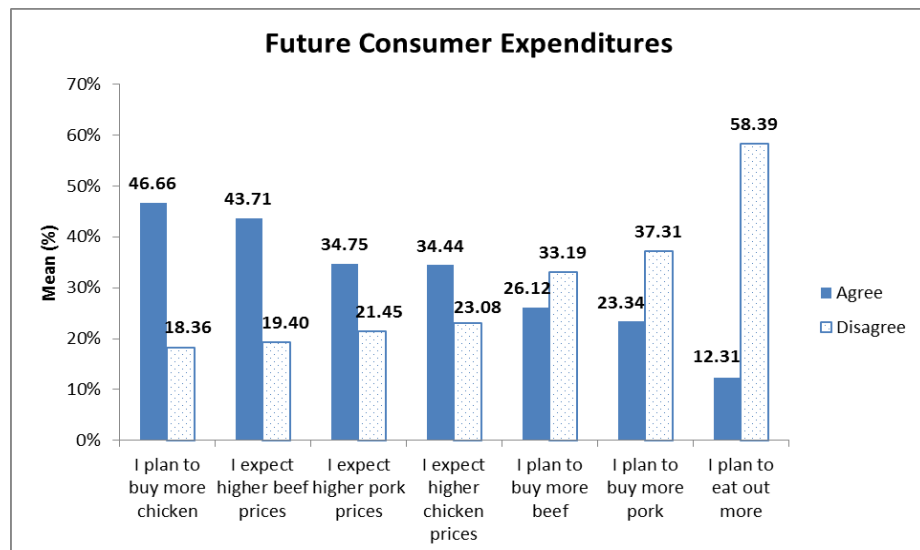
| Willingness-to-Pay | Steak | Chicken Breast | Hamburger | Pork Chop | Deli Ham | Chicken Wing | Beans and Rice | Pasta |
|-------------------------|--------|----------------|-----------|-----------|----------|--------------|----------------|--------|
| July 2013 | \$6.20 | \$4.99 | \$4.14 | \$3.47 | \$2.47 | \$2.13 | \$2.30 | \$2.74 |
| August 2013 | \$6.60 | \$4.90 | \$4.11 | \$3.85 | \$2.57 | \$2.39 | \$2.29 | \$2.82 |
| September 2013 | \$7.15 | \$5.10 | \$4.16 | \$3.68 | \$2.40 | \$2.11 | \$2.36 | \$3.23 |
| % change (Aug. – Sept.) | 8.30% | 4.21% | 1.34% | -4.42% | -6.65% | -11.70% | 2.98% | 14.70% |

The past month, which included Labor Day weekend, willingness-to-pay (WTP) increased for steak, chicken breast, hamburger, beans and rice and pasta, while a decrease was seen for pork chops, deli ham and chicken wings.

FOOD EXPENDITURES

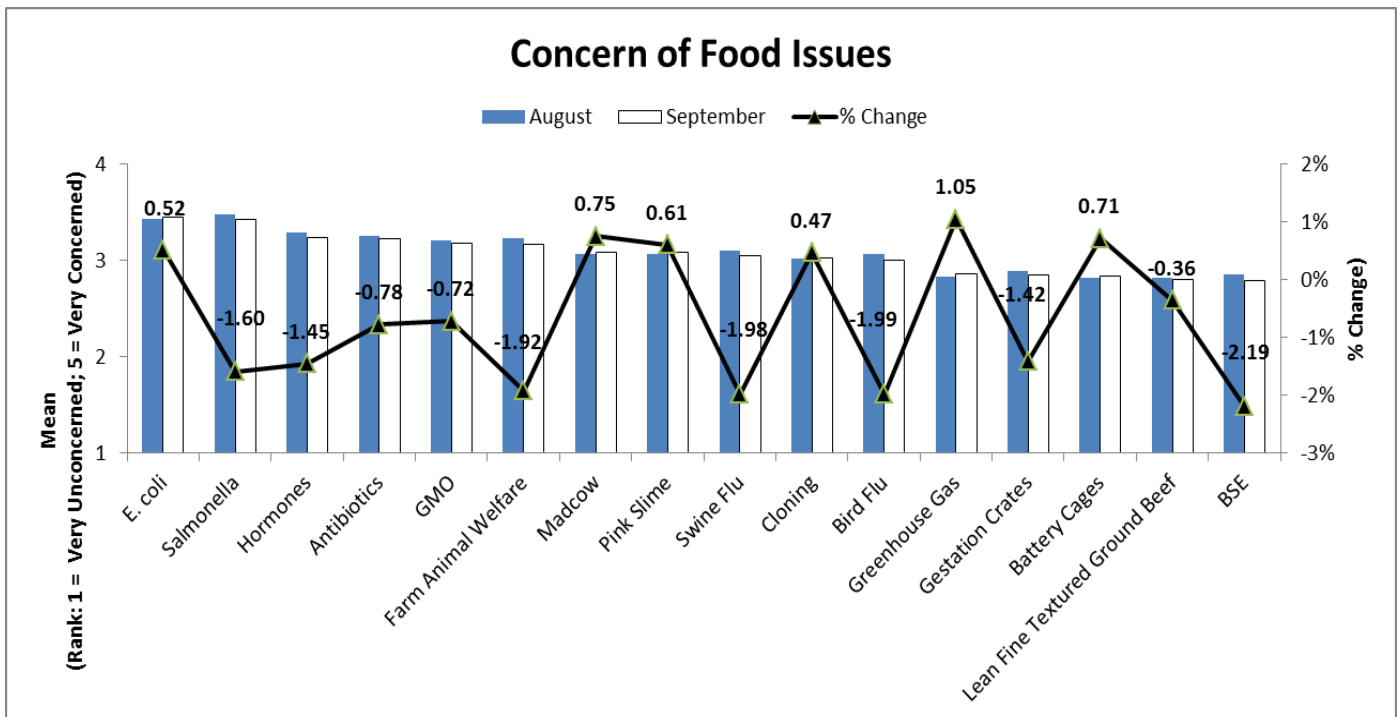
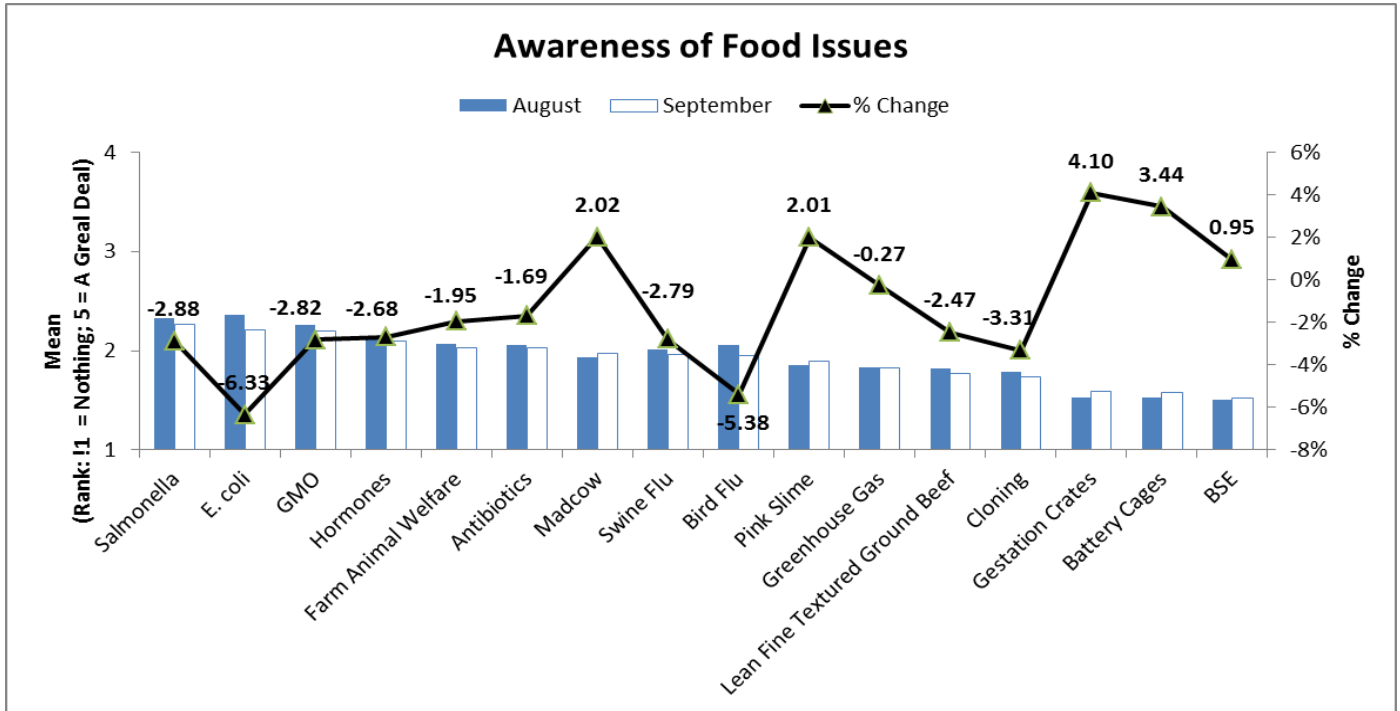
| | Current weekly at home | Current weekly away from home | Anticipated change in at home in next 2 weeks | Anticipated change away from home in next 2 weeks |
|-------------------------|------------------------|-------------------------------|---|---|
| August 2013 | \$91.87 | \$46.35 | -0.50% | -2.08% |
| September 2013 | \$93.33 | \$45.63 | -0.53% | -1.77% |
| % change (Aug. – Sept.) | 1.59% | -1.55% | 6.85% | -15.19% |

In September, reported average food-grocery expenditures were \$93.33, up 1.59% from August, while an average of \$45.63 was reportedly spent on food consumed away from home per week, down 1.55% from a month ago. Consumers anticipate spending less money on food purchased for at home food consumption and less money on away from home food consumption. Similar to August, consumers reported that they expect to continue to see a rise in meat prices over the next month.



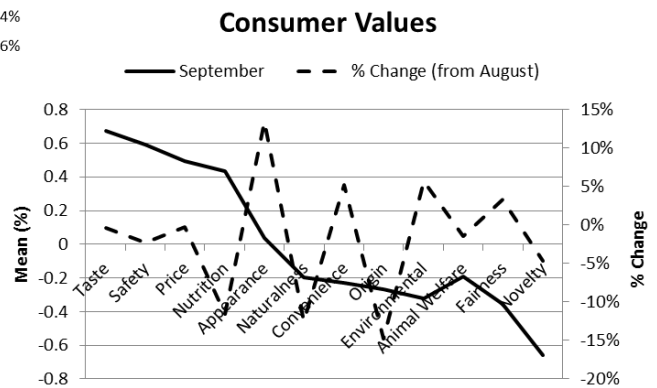
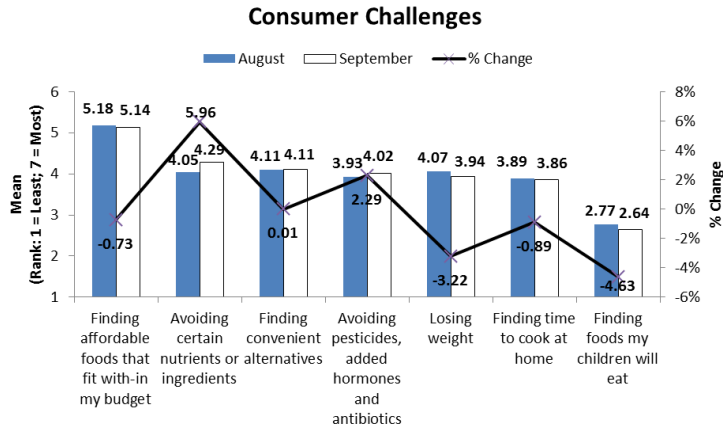
AWARENESS & CONCERN TRACKING

Salmonella, *E.coli*, and GMO's were reported as most visible in the news over the last two weeks; the largest jump in awareness was for gestation crates, and the biggest fall was for *E. coli* and Bird flu. *E. coli*, Salmonella, and hormones were again consumers' top three concerns when purchasing food; the biggest increases in concern occurred for greenhouse gases; and the biggest drops in concern was for BSE. Despite consumers saying they heard more about gestation crates and battery cages, concern for gestation crates and animal welfare fell.

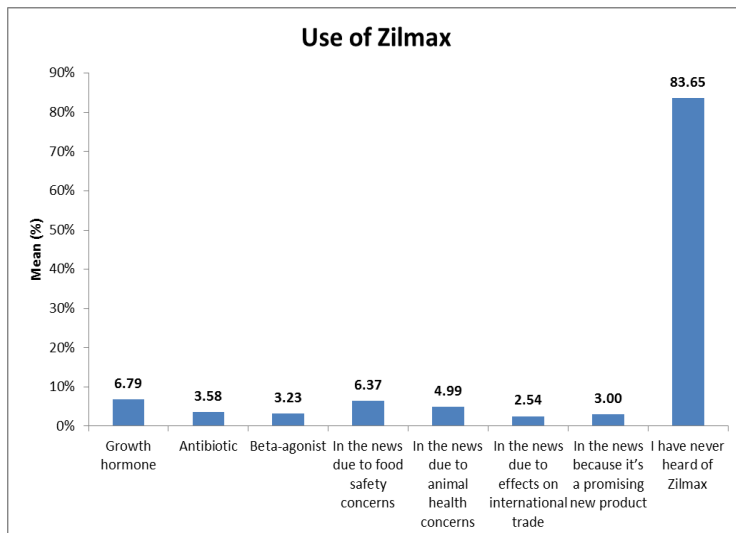


GENERAL FOOD VALUES

Consumer values remained similar to those in past months, with an increase in perceived value of appearance. Taste, safety and price remained most important to consumers when purchasing food. Again, consumers reported that their main challenge faced this month was finding affordable foods to fit within their budget. Finding the time to cook at home and finding food their children will eat were ranked last, just as in the previous months. In September, 2.64% of participants reported having food poisoning, a 29.22% decrease from August.



AD HOC QUESTIONS



Three new, ad hoc questions were added to the survey in September.

First, participants were asked whether they had heard of Zilmax, and if so, to “check all that apply” to indicate what they thought it was. Over 80% of participants stated they “have never heard of Zilmax”. Of those who had heard of Zilmax, the majority had misperceptions. Over all respondents, 6.79% said it was a growth hormone and 6.37% said it was in the news due to food safety concerns. Only 3.23% correctly identified Zilmax as a Beta-agonist, and only 4.99% correctly identified recent news as relating to animal health.

The survey also asked the question, “Can you think of a time when you felt that you lost trust in the food system?”

About 40% of people relied “yes”.

For those people who said “yes”, we followed up with the open ended question, “Can you describe the exact circumstances that led to the loss in trust in the food system?” Over 400 people typed responses.

A key word search was conducted among the response. Below is the count of the occurrence of different key words among the responses.

Some of the main keywords mentioned were: GMOs (24), Mad Cow (24), recall (23), e coli (22), and price (20).

Companies or Organizations

| keyword | mentions |
|----------------|-----------------|
| FDA | 13 |
| McDonalds | 9 |
| Monsanto | 5 |
| government | 3 |
| USDA | 2 |

Technology Related Issues

| keyword | mentions |
|----------------|-----------------|
| gmo | 24 |
| hormone | 16 |
| pink slime | 16 |
| chemical | 13 |
| pesticide | 11 |
| genetic | 10 |
| antibiotic | 9 |
| clone | 3 |
| drug | 3 |

Food Safety Related Issues

| Keyword | mentions |
|----------------|-----------------|
| mad cow | 24 |
| Recall | 23 |
| e coli | 22 |
| Outbreak | 18 |
| Salmonella | 16 |
| Sick | 15 |
| food poisoning | 13 |
| Illness | 12 |
| swine flu | 6 |
| bird flu | 4 |

Miscellaneous Issues

| keyword | mentions |
|----------------|-----------------|
| price | 20 |
| news | 11 |
| cost | 10 |
| documentary | 6 |
| China | 6 |
| Food inc | 5 |
| TV | 3 |

Types of Food

| Keyword | mentions |
|----------------|-----------------|
| Chicken | 22 |
| Meat | 17 |
| Beef | 15 |
| vegetable | 15 |
| Lettuce | 11 |
| Fruit | 11 |
| Pork | 4 |
| Spinach | 4 |
| cantalope | 2 |
| Tomato | 1 |

Individual responses were placed into eight different categories. Below are the general categories, with the number of comments in the category, and a few representative responses. Typos are not corrected.

1) *Food safety related issues*

a. 113 responses

b. Example responses

i. "during outbreak of e.coli"

ii. "Hearing about diseases like bird flu and mad cow. Tainted meat and produce."

iii. "recently-yet another recall of bagged lettuce"

iv. "The ecoli outbreak from a Taco Bell has made me think more of cooking at home and not eating out."

2) *Technology related issues*

a. 74 responses

b. Example responses

i. "hearing all the talk on tv about gmo foods"

ii. "Finding out about antibiotics and growth hormone use in livestock"

iii. "When I learned that genetically engineered foods did not have to be labeled as such. I felt very betrayed by by the food industry and the FDA."

iv. "i used to buy ground beef but when i heard pink slim I stop buying it"

3) *Issues related to food prices, market power or manipulation, or regulatory malfeasance*

a. 50 responses

b. Examples:

i. "I've never really had any trust in the food sys. I feel that the gov't and certain officials have a vested stake in the food industry and therefore can't be trusted to make decisions in the best interest of American citizens."

ii. "\$6/lbs for bacon this is out of control"

iii. "McDonalds food and realizing Monsanto owns EVERYTHING"

iv. "The cost of staples like rice, flour and cooking oil. These items should be much cheaper to buy in bulk than they currently are. It's disappointing."

4) *Personal experience (mostly stories of food poisoning)*

a. 34 responses

b. Example responses

i. "I got food poisoning from a Mexican restaurant"

ii. "My husband and I went out to eat at a restaurant, and the chicken he ate ended up being bad. He got food poisoning and was in the ER overnight with vomiting and diarrhea constantly. It was the worst thing ever!"

iii. "found some hair in canned food"

iv. "Had a blizzard and our grocery store had empty shelves after one day. Scary"

5) *Animal Welfare Issues*

a. 25 responses

b. Examples:

i. About 40 years ago when i visited cattle and chicken farms, I was shocked at how the animals were treated and the filthy conditions that they lived under. haven't eatent meat since.

ii. "Especially hate the way they raise chickens."

iii. "When I found out the actual conditions of factory farms."

6) *General media*

a. 15 responses

b. Examples:

i. "I saw the documentary called "Food, Inc.""

ii. "I saw the movie, I forget what it is called, but it showed the farm process and the uncleanliness of the system. It made me lose hope in all the farms across the U.S. and question them."

iii. "an article in the media"

7) *Health or Nutritional Issues*

a. 10 responses

b. Examples:

i. "Food that is healthy and safe is more expensive than food that is unhealthy and questionable so those who are stuck on a budget have to eat sodium packed food low in nutrients for a cheaper meal i.e. ramen, hamburger helper etc."

ii. "Nothing really tasted right as the time nor was anything really healthy."

iii. "when i was overweight despite of healthy eating habits"

8) *Other Issues (or all issues)*

a. 39 responses

b. Examples:

i. "Introduction of too many chemicals, preservatives, hormones, GMOs, etc., increased introduction of fast foods, fewer organic fruits & veggies at most grocery stores. Inflation and increasing costs of organic & fresh whole foods. I never eat beef, seldom eat pork"

ii. "When I heard about chicken coming from china."

iii. "the recent odd sizes of chicken parts. never seen small parts big parts, thought chickens grew the same size. don't trust red meat at all."

iv. "The love in making the food is gone they dnt make food with love anymore"

v. "watched the documentary: food inc. or something like that. Just showed of how genetically modified food was used in the production of food. / / Also the documentary about McDonalds. It is a little old, but still the same thing applies. I have since cut fast food to a minimum... "

vi. "Also when farmers or workers in the farm are not paid what they deserve"

vii. "When I found out that horse meat was being substituted for beef in some cases."

9) *Interesting or curious responses*

a. "i read how they use chemical to breed their animals."

b. "When I first heard about the brain found in the chicken at KFC"

c. "Finding out that I am 25 years old, perfectly healthy, but (highly likely) due to the GMO's in foods I had been eating, I am infertile."

d. "My dad became severely allergic to chicken, so we only purchased "organic" chicken. Some places claim being organic, but he was still affected by it! Only from local, organic places did we find chicken that didn't cause him to break out into hives"

e. "When the local stores stopped buying locally."

f. "when i heard kfc was making chickens without beaks"