

**Appendix D: Moderator Guides for
Set 2 Focus Groups: Raw or Undercooked
Meat or Poultry Products**

Food Safety Consumer Research Project Focus Groups: Undercooked Chicken Livers Final Moderator Guide

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-XXXX and the expiration date is XX/XX/20XX. The time required to complete this information collection is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

I. Introduction—Welcome Group (5 minutes)

- Who we are and who we represent
 - o Introduce moderator
 - o Study sponsored by the U.S. Department of Agriculture or USDA
- Why you have been asked to participate
 - o You are consumers who eat chicken livers or dishes made with chicken livers such as pâté at home or outside the home
 - o Your experiences as consumers are important to USDA
 - o You have opinions and ideas that we'd like to know about
- How the discussion will work
 - o Session will last about 1.5 hours
 - o So I can give you my full attention, tonight's session will be audio- and video-recorded. I will use the recordings to write up a summary report, but I will not use names in any report
 - o Staff members from USDA have come tonight to hear your opinions first hand. They'll be listening from behind the one-way mirror.
 - o We would like the discussion to be open and informal and encourage interaction
 - o We would like to hear from everyone in the group
 - o One person talks at a time
 - o No right or wrong answers or ideas—we want YOUR opinions
 - o Silence or turn off cell phones
 - o Although we are talking about food safety topics, I am not a food safety expert, so I may not be able to answer all your questions. We will provide information on food safety at the end of the session.
- Participant introductions

- o First name and how you like your chicken livers prepared.

II. Chicken Liver Preferences Outside of the Home (30 minutes)

1. First, are you more likely to eat chicken livers that were cooked at home or in a restaurant? Why?
2. What about chicken liver pâté? Are you more likely to eat pâté that was made at home or pâté purchased from a restaurant, butcher, or specialty store? Why?
3. Let's talk about eating chicken livers or chicken liver pâté prepared outside the home first.
 - a. How many of you have had chicken livers or chicken liver pâté prepared outside the home in the past year? *[Show of hands.]*
 - b. What did you order or purchase most recently?
4. Where did you purchase the chicken livers or pâté?
 - a. Why did you buy it from this store or restaurant? Is there a specific reason you purchased it at this store or restaurant?
 - b. Would you purchase chicken livers or chicken liver pâté elsewhere? Why or why not?
 - c. *[If not mentioned]* when it comes to buying and eating chicken livers or chicken liver pâté that have been prepared outside the home, do you have any concerns about the safety of the product? Why or why not?
5. Now let's talk about chicken liver pâté prepared outside the home. You may have eaten it at a restaurant or purchased it from a butcher or specialty store to eat at home. When you purchased chicken liver pâté, do you think the chicken livers used to make the pâté are fully cooked? Why or why not? *[If necessary,]* in your own words, please explain to me what "fully cooked" means to you.
 - a. How can you tell whether the pâté was made from chicken livers that were fully cooked?
 - i. Have you ever asked? If yes, what did you ask specifically?
 - b. We know that some chefs prepare chicken liver pâté so that the chicken livers are not fully cooked. Did you know that? Does this concern you? Why or why not?
 - c. Which is more important to you—that the pâté was made with chicken livers that were fully cooked or that it was prepared the way the chef usually prepares it? Why? *[Probe: better texture/taste]*
6. Now, let's focus just on chicken livers served at restaurants.
 - a. When you order chicken livers at a restaurant, do you think they are fully cooked? Why or why not?

- i. Have you ever asked your waiter or waitress if the chicken livers are fully cooked? If yes, what did you ask specifically?
 - b. We know that some restaurants prepare chicken livers so they are not fully cooked. Does this concern you? Why or why not?
 - c. Which is more important to you—that the chicken livers have been fully cooked or cooked the way the chef likes to prepare them? Why? [*Probe: better texture/taste*]
- 7. Before tonight, you may not have been aware that some restaurants, butchers, and specialty stores may sell chicken livers and chicken liver pâté that are not fully cooked.
 - a. Now that you are aware, are you going to make any changes in how you order or purchase these foods? Why or why not?
 - b. If a menu had an advisory statement that read ...

“Our pâté is made with undercooked chicken livers. Consuming raw or undercooked poultry may increase your risk of foodborne illness.”

...how likely would you be to order it?

III. Chicken Liver Preferences at Home (20 minutes)

- 8. Now let’s talk about preparing chicken livers at home. You may sauté or fry chicken livers at home or use them to make chicken liver pâté. How many of you have cooked chicken livers at home in the past year? [*Show of hands.*]
- 9. Think about the last time you prepared chicken livers at home. What did you make?
- 10. Where did you purchase the raw chicken livers?
 - a. Why did you buy it from this store? Is there a specific reason you purchased the raw chicken livers from this store?
 - b. Would you purchase raw chicken livers from some other store? Why or why not?
- 11. Please tell me how you prepared the chicken livers at home. Please start with taking the raw chicken livers out of the refrigerator/freezer until putting the prepared dish on the table. Please describe each step.
 - a. How long were the raw chicken livers stored in the refrigerator/freezer before you cooked them?
 - b. Did you use a recipe?
 - i. If so, do you remember what the recipe said about how to tell if the chicken livers were done?
 - ii. If not, how did you tell when the chicken livers were done?

- Why do you cook them this way?
 - *[If used a food thermometer]* Tell me how you used a food thermometer to check the internal temperature of the chicken livers. Why do you use a food thermometer when cooking chicken livers?
- c. Did you have any leftovers?
- d. If yes, how long were the leftovers in the refrigerator before they were eaten or discarded?
12. When cooking at home, are you concerned about eating undercooked chicken livers? Why or why not?
13. Have you heard of any safety or health concerns associated with eating undercooked chicken livers? *[Probe: food poisoning]*

IV. Messaging (35 minutes)

Provide participants with handout that has information from USDA on how to safely consume and prepare chicken livers at home.

14. Please take a few minutes to read this information from the USDA about preparing chicken livers. What, if anything, initially grabbed your attention? Why?
15. Is any of this information new to you? If so, what is new to you?
16. Is there any information that you already knew? If so, what did you already know?
17. Is any of this information on the handout confusing or hard to understand? Explain.
18. Do you have any concerns or other comments about the information on the handout? Explain.
19. Do you follow these recommendations when cooking chicken livers at home? Why or why not?
20. As noted in the handout, USDA recommends cooking all poultry products, including chicken livers, to 165°F.
- a. Have you heard this recommendation before tonight?
 - b. Do you follow this recommendation at home? Why or why not?
 - c. When cooking chicken livers at home, how would you know whether they reached the safe internal temperature? *[If not mentioned]* USDA recommends that consumers use a food thermometer to check the doneness of meat and poultry, including chicken livers.
 - d. Do you have a food thermometer at home?

- i. *[If not mentioned]* Do you use it when cooking chicken livers at home? Why or why not?
 - ii. Do you use it to check the doneness of other foods? What foods?
 - iii. Would you use one the next time you cooked chicken livers at home? Why or why not?
 - e. What would encourage you to use a food thermometer the next time you prepared chicken livers at home?
 - i. *[If not mentioned]* Do you think cooking chicken livers to the safe internal temperature of 165°F would affect the quality of the chicken livers positively or negatively? Why?
21. Do you think people need to know the information on the handout? Why or why not?
- a. If so, who in particular needs to know this information?
 - b. Do you think restaurant chefs know this information?
 - c. Do you think restaurant chefs follow this information? Why or why not?
22. Before today, did you know that bacteria can be found on or within chicken livers?
- a. What are your thoughts on this information?
 - b. How can food contaminated with bacteria harm you?
 - c. For those who said they prefer their chicken livers not fully cooked, does knowing this information make you reconsider your preferences? Why or why not?
23. Does anyone have any personal experience with food poisoning? Does this influence your decision to fully cook chicken livers? Why or why not?
24. Do you think this information will affect how you cook chicken livers at home or not? If yes, why and how? If no, why not?
- a. *[If previously mentioned]* Based on this information, will you stop using the color of the meat as a measure of doneness? Why or why not?
 - b. Based on this information, will you start cooking chicken livers to the safe internal temperature? Why or why not?
 - i. *[If no]* What would encourage you to start cooking chicken livers to the safe internal temperature?
 - ii. *[If no]* What would encourage you to start using a food thermometer to check the doneness of chicken livers?
25. Do you look for food safety information?

- a. *[If yes.]* What sources do you typically rely on for food safety information?
[Probe: Internet, family and friends, personal experience, etc.]
26. USDA wants to make people more aware of the need to fully cook chicken livers to help prevent illness. What do you think is the best way to get this information to consumers so they will see it and remember it? *[Probe: social media, magazines, etc.]*

V. Wrap Up

- Any other comments or questions before we wrap up?
- Thank you for participating.
- Please pick up your honorarium and free gift (food thermometer) on your way out.

Handout

Winner Winner Chicken Liver

Mar 16, 2016

By: Adam Ghering, Food Safety Education Staff, Food Safety and Inspection Service, USDA



Just like cereal boxes sometimes have prizes inside, the whole chicken in your refrigerator may also have prizes inside. The prizes inside whole poultry are the giblets, which do not look similar to wings or other raw poultry items, but they still require the same safe food handling practices to prevent foodborne illness.

What are Giblets

Giblets are the heart, liver, and gizzard of poultry carcasses and they can be packaged in a bag placed in the abdominal cavity of whole poultry. However, giblets may be purchased separately as livers, hearts, gizzards, or a combination thereof. For any poultry product, check for the “Inspected for Wholesomeness by the U.S. Department of Agriculture” seal to ensure the bird and giblets are free from visible signs of disease. Raw giblets should be cooked within one to two days when stored in a refrigerator set at 40°F or below, or within three to four months when frozen at 0°F or below.

Giblets in Foods

Giblets are a great way to add extra flavor to your family’s meals but they can also cause foodborne illness if not properly handled. Some of the food items that giblets can be used for include gravy, stock, pâté, or fried livers. Regardless of how you prepare giblets, make sure to keep these raw items separate from cooked meat and poultry as well as fruits and vegetables.

Chicken Liver Pâté

Pâté is a spreadable meat paste made from cooked meats mixed with various seasonings. Chicken liver pâté can be made at home or purchased from retailers. When preparing liver pâté at home DO NOT use the color of the meat as a measure of doneness. To ensure harmful bacteria are destroyed when preparing pate, the livers should be cooked to an internal temperature of at least 165°F as measured by a food thermometer. After cooking the livers and blending, the pate should be refrigerated promptly to a temperature of 40°F or below.

When ordering liver pâté from restaurants, or purchasing at retailers, ask how the product was prepared, specifically if a food thermometer was used to ensure the poultry livers were cooked to 165°F.

Asking a chef about how they prepare a food item is also a great way to learn interesting information about the foods you eat.

Fried Giblets

Fried giblets are a comfort food for many individuals. If you use a skillet to fry giblets, do not fill oil more than 2 inches from the top of the skillet; this will allow space for the oil to rise. Use a deep frying thermometer to verify the oil remains at 350°F during cooking. During frying, ensure the giblets are not overcrowded to ensure proper cooking. To check the internal temperature of the giblets, remove giblets from oil and place on a clean plate covered with paper towels. Next use a food thermometer to take the temperature of multiple giblets to verify they are cooked to at least 165°F.

All cooked giblets, including pâté, should be refrigerated promptly and never left above 40°F for more than two hours, or one hour if the temperature is more than 90°F. Leftover giblets that have been refrigerated should be eaten within three to four days.

Safe Cooking of Giblets

Traditionally, chicken or turkey giblets are cooked by simmering in water for use in flavoring soups, gravies, or poultry stuffing. Chicken giblets are commonly fried or boiled; chicken livers may be made into pate. Once cooked, the liver will become crumbly and the heart and gizzard will soften and become easy to chop. Cooked giblets should have a firm texture.

Like other raw poultry parts, bacteria can be found on giblets and even within the internal tissues of chicken livers. All giblets and dishes containing giblets, including liver pate, casseroles, and stuffing, should be consumed only after being cooked to a safe minimum internal temperature of 165°F as measured with a food thermometer. Leftovers should be refrigerated within 2 hours.

Source: <https://www.foodsafety.gov/blog/2016/03/chicken-liver.html>

Food Safety Behaviors and Consumer Education Focus Groups Raw Kibbeh and Similar Dishes Final Moderator Guide

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-XXXX and the expiration date is XX/XX/20XX. The time required to complete this information collection is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

I. Introduction—Welcome Group (5 minutes)

- Who we are and who we represent
 - o Introduce moderator
 - o Study sponsored by the U.S. Department of Agriculture or USDA
- Why you have been asked to participate
 - o You are consumers who eat traditional Middle Eastern dishes containing raw meat
 - o Your experiences as consumers are important to USDA
 - o You have opinions and ideas that we'd like to know about
- How the discussion will work
 - o Session will last about 1.5 hours
 - o So I can give you my full attention, tonight's session will be audio- and video-recorded. I will use the recordings to write up a summary report, but I will not use names in any report
 - o Staff members from USDA have come tonight to hear your opinions first hand. They'll be listening from behind the one-way mirror.
 - o We would like the discussion to be open and informal and encourage interaction
 - o We would like to hear from everyone in the group
 - o One person talks at a time
 - o No right or wrong answers or ideas—we want YOUR opinions
 - o Silence or turn off cell phones
 - o Although we are talking about food safety topics, I am not a food safety expert, so I may not be able to answer all your questions. We will provide information on food safety at the end of the session.
- Participant introductions

- o First name and your favorite traditional Middle Eastern dish to prepare at home.

II. Preferences for Kibbeh Containing Raw Meat and Similar Dishes Prepared at Restaurants (20 minutes)

1. First, are you more likely to eat kibbeh or similar dishes containing raw meat like kitfo (*key-vo*), gored (*gord-gord*) or tere siga (*tear sa-ga*) that have been prepared at home or at a restaurant? Why?
2. Let's talk about eating kibbeh or similar dishes containing raw meat when you eat out at restaurants. We will talk later about how you prepare these dishes at home.
 - a. How many of you have ordered kibbeh or similar dishes containing raw meat in the past year? *[Show of hands.]*
 - b. What did you order most recently?
 - c. When you ordered the dish, did the server ask you how you would like the meat cooked?
 - d. Why did you order the dish with raw instead of cooked meat?
 - e. Which do you like better - raw or cooked? Why?
3. From where did you order the dish that was served raw?
 - a. Have you ordered kibbeh or similar dishes containing raw meat at other places or just at this restaurant? Why?
 - b. *[If not mentioned]* when it comes to ordering kibbeh or similar dishes containing raw meat at restaurants, do you have any concerns about the safety of the food? Why or why not?
 - c. Do you think you could get sick from eating the raw meat? If no, why not?
4. Have you ever ordered kibbeh or similar dishes containing cooked meat at restaurants? Why?
5. *[If no]* Would you ever consider ordering kibbeh or similar dishes containing cooked meat at restaurants? Why or why not?
6. If you noticed an advisory statement on the menu that stated, "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness," how likely would you order kibbeh or similar dishes containing raw meat? Why?

III. Preferences for Kibbeh and Similar Dishes Containing Raw Meat Prepared at Home (25 minutes)

7. Now let's talk about preparing kibbeh or similar dishes containing raw meat at home. How many of you have prepared kibbeh or similar dishes containing raw meat at home in the past year? *[Show of hands.]*
8. Think about the last time you prepared kibbeh or similar dishes containing raw meat at home. What did you make?
 - a. Why did you prepare it raw instead of cooked?
9. Where did you purchase the raw meat you used in this dish?
 - a. What kind of meat (beef, lamb) did you buy?
 - b. Why did you buy the meat from this store? Is there a specific reason you purchased the meat from this store?
 - c. What cut of meat did you buy – was it already ground or did you buy a whole cut of meat to grind at home?
 - d. Would you purchase raw meat from some other store to prepare this dish? Why or why not?
10. Have you ever made kibbeh or similar dishes at home containing cooked meat? Why or why not?
11. *[If no]* Would you ever consider making kibbeh or similar dishes at home containing cooked meat? Why or why not?
12. Do your children ever eat kibbeh containing raw meat? Why or why not?
13. What would encourage you to make kibbeh or similar dishes at home containing cooked meat?
14. Do you think cooking the meat would affect the quality of the dish positively or negatively? Why?
15. We've heard that kibbeh is often served when entertaining at home or for parties. When you entertain at home, how long does the kibbeh usually sit out at room temperature?
 - a. What do you usually do with the kibbeh after it sat out at room temperature?
 - b. *[If kept]* How do you usually store the kibbeh after it sat out at room temperature?

IV. Messaging (40 minutes)

Provide participants with USDA information on how to safely prepare kibbeh and similar dishes at home.

16. Please take a few minutes to read this information from the U.S. Department of Agriculture. What, if anything, initially grabbed your attention? Why?
17. Is any of this information new to you? If so, what is new to you?
18. Is there any information that you already knew? If so, what did you already know?
19. Do you follow these recommendations at home? Why or why not?
20. Is any of this information confusing or hard to understand? Explain.
21. Do you have any concerns or other comments about this information? Explain.
22. Is this information you think people need to know? Why or why not?
 - a. If so, who in particular needs to know this information?
 - b. Do you think restaurant chefs know this information?
 - c. Do you think restaurant chefs follow this information? Why or why not?
23. Before reading this information, did you know that raw meat can be contaminated with bacteria that can make you sick, such as *E. coli* and *Salmonella*?
 - a. How can food contaminated with *E. coli* and *Salmonella* harm you?
 - b. Had you considered that the process of grinding meat can spread bacteria throughout the product increasing the chances of contamination?
 - c. Does knowing this information make you reconsider eating kibbeh or similar dishes containing raw meat? Why or why not?
24. Certain people are more likely to get sick from eating raw meat and are more likely to have severe illness. This includes young children, older adults, pregnant women, and people with compromised immune systems.
 - a. Had you heard that before?
 - b. Does that information make you reconsider preparing kibbeh containing raw meat? Why?
25. Does anyone have any personal experience with food poisoning? Does this influence your decision on whether you eat raw meat? Why or why not?
26. Do you think this information will affect how you prepare kibbeh or similar dishes at home? If yes, how? If no, why not?

- a. *[If not mentioned]* Based on this information, will you start using cooked meat when preparing kibbeh or similar dishes at home? Why or why not?
 - b. *[If no]* What would encourage you to start using cooked meat when preparing kibbeh or similar dishes at home?
27. Do you look for food safety information?
- a. [If yes.] What sources do you typically rely on for food safety information - online, family and friends, your own experience?
28. USDA wants to make people more aware of the need to use cooked meat when preparing kibbeh and similar dishes at home to help prevent illness. What do you think is the best way to get this information to consumers so they will see it and remember it? *[Probe: social media, magazines, flyers/info at retail locations where raw product is being purchased etc.]*
29. We know that some people of Middle Eastern or Ethiopian descent prepare kibbeh and similar dishes containing raw meat at home and may not be aware of the possible risks of eating raw meat.
- a. What's the best way for USDA to reach kibbeh consumers and educate them on the importance of only eating kibbeh or similar dishes containing cooked meat?
 - b. Are there certain organizations that USDA should partner with to help reach kibbeh consumers?
 - c. Are there certain people within the community that are considered influential and USDA could work with to help disseminate this information? *[Probe: peer influence?]*
 - d. Any other thoughts on how best to educate consumers about the risks of eating raw meat?

V. Wrap Up

- Any other comments or questions before we wrap up?
- Thank you for participating.
- Please pick up your honorarium and free gift (food thermometer) on your way out.

Handout

Title: If Kibbeh Is On Your Menu, Consider Cooking It

Byline: Abigail Shew, Food Safety Education Staff, Food Safety and Inspection Service, USDA

Kibbeh is a Middle Eastern and North African dish traditionally prepared with a combination of red meat, usually beef or lamb, raw onion, cracked wheat, and spices. Although there are some versions of the dish that are baked or fried (such as Kibbeh raas, quipe, Kubba halab, or Kibbeh bil sinieh), others (like Kibbeh nayyeh) are prepared and served raw.

Raw Meat and Outbreaks

Raw meat has been linked to numerous [food poisoning outbreaks](#). Kibbeh nayyeh has specifically been linked to an [outbreak](#) as well. Dangerous bacteria such as *E. coli* and *Salmonella* are often present in raw meat and are known to cause serious illness with symptoms such as nausea, vomiting, diarrhea and fever. In more severe cases, food poisoning from *E. coli* can cause long-term consequences such as hemolytic-uremic syndrome (HUS) which can result in kidney failure or even death in young children. Food poisoning is particularly dangerous for young children, pregnant women, or anyone with a weakened immune system.

When it comes to meat products, harmful bacteria, if they are there, will largely be found on the outside of a muscle cut (such as a steak, loin or roast). This means that the risk of food poisoning can be significantly reduced by cooking the outside; heat will kill the harmful bacteria on the surface. Ground meat foods such as kibbeh are different because the outside of many cuts of meat, or the trimmings, are cut up, ground, and mixed together. The surface of the meat now becomes the inside and even a small amount of contamination can be spread throughout the entire batch. Grinding meat at a restaurant or in the home does not make the final product any safer; if the outside is contaminated, the ground meat will be as well.

How USDA Works to Keep You Healthy (And You Can Too)

USDA's Food Safety Inspection Service inspects the production of meat at slaughter and processing facilities nationwide and federal rules require sampling and testing of meat products. That said, consumers have role in making sure that proper steps are taken to reduce the risks from harmful bacteria that can still be found on the surface of meat that is then used for ground meat products such as kibbeh.

Although some cultures that traditionally eat kibbeh served raw take steps to reduce the risk of illness such as controlling the temperature of the meat and freshly grinding it with clean blades, none of these practices can ensure that the meat being eaten is actually safe. The *only* way to reduce the potential for foodborne infection from eating ground raw beef or lamb is to cook it completely through until the ground meat reaches 160°F as measured by a meat thermometer. No other method of preparation is safe or recommended.

Because there are alternative preparations available for the traditional kibbeh dish, such as frying or baking, it is possible to eat the dish safely if the meat is cooked to 160°F as measured by a meat thermometer. Eating the raw version, though, comes with a high risk of foodborne infection and illness.

Food Safety Consumer Research Project Focus Groups Dishes Made with Raw Beef (e.g., Raw Meat Sandwiches or Steak Tartare) Final Moderator Guide

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-XXXX and the expiration date is XX/XX/20XX. The time required to complete this information collection is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

I. Introduction—Welcome Group (5 minutes)

- Who we are and who we represent
 - o Introduce moderator
 - o Study sponsored by the U.S. Department of Agriculture or USDA
- Why you have been asked to participate
 - o You are consumers who like to eat dishes made with raw beef, like raw meat sandwiches or steak tartare
 - o Your experiences as consumers are important to USDA
 - o You have opinions and ideas that we'd like to know about
- How the discussion will work
 - o Session will last about 1.5 hours
 - o So I can give you my full attention, tonight's session will be audio- and video-recorded. I will use the recordings to write up a summary report, but I will not use names in any report
 - o Staff members from USDA have come tonight to hear your opinions first hand. They'll be listening from behind the one-way mirror.
 - o We would like the discussion to be open and informal and encourage interaction
 - o We would like to hear from everyone in the group
 - o One person talks at a time
 - o No right or wrong answers or ideas—we want YOUR opinions
 - o Silence or turn off cell phones
 - o Although we are talking about food safety topics, I am not a food safety expert, so I may not be able to answer all your questions. We will provide information on food safety at the end of the session.
- Participant introductions

- o First name and dishes you like to eat made with raw beef.

II. Preferences for Dishes Containing Raw Beef Served at Restaurants (20 minutes)

1. First, how often do you eat dishes containing raw beef, like steak tartare or raw meat sandwiches—sometimes called tiger meat or cannibal meat?
2. When do you eat these foods? Is it usually for a special occasion?
3. Are you more likely to eat dishes containing raw beef that have been prepared at home or at a restaurant? Why?
4. Let's talk about eating dishes containing raw beef when you eat out at restaurants. How many of you have ordered dishes containing raw beef in the past year? [*Show of hands*]
 - a. How often do you eat these foods when eating out?
 - b. What did you order most recently?
5. From where did you order the dish that contained raw beef?
 - a. Have you ordered dishes containing raw beef at other places or just at this restaurant? Why?
 - b. [*If not mentioned*] When it comes to eating dishes containing raw beef, do you have any concerns about the safety of the food? Why or why not?
 - c. Do you think you could get sick from eating the raw meat? Why or why not?
6. If you noticed an advisory statement on the menu that stated, "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness," how likely would you be to order dishes containing raw meat, such as beef tartare or raw meat sandwiches?

III. Preferences for Dishes Containing Raw Beef Prepared at Home (25 minutes)

7. Now let's talk about preparing dishes containing raw beef at home. How many of you have prepared beef tartare, raw meat sandwiches, or other dishes containing raw beef at home in the past year? [*Show of hands.*]
8. Think about the last time you prepared a dish containing raw beef.
 - a. What did you make?
 - b. Was there a special occasion for preparing the dish?
9. Where did you purchase the raw beef you used in this dish?
 - a. Why did you buy the meat from this store? Is there a specific reason you purchased the meat from this store?

- b. Would you purchase raw meat from another store to prepare this dish? Why or why not?
10. Please tell me how you prepared the dish. Please start with taking the raw beef out of the refrigerator/freezer until putting the prepared dish on the table. Please describe each step.
 - a. Did you use a recipe?
 - b. Did you grind the meat yourself or did you purchase it ground?
 - c. Did you use raw egg in the dish? Why or why not?
 11. Would you ever consider making these types of dishes at home with cooked meat? Why or why not?
 12. Do your children ever eat dishes containing raw beef? Why or why not?
 13. Do older adults in your family ever eat dishes containing raw beef? Why or why not?

IV. Messaging (40 minutes)

Provide participants with USDA blog on "Tiger meat."

14. Please read this information from the U.S. Department of Agriculture. What, if anything, initially grabbed your attention? Why?
15. Is any of this information new to you? If so, what is new to you?
16. Is there any information that you already knew? If so, what did you already know?
17. Is any of this information on the handout confusing or hard to understand? Explain.
18. Do you have any concerns or other comments about the information on the handout? Explain.
19. *[If participant grinds own meat]* Before reading this information, did you think that grinding your own meat was safer than purchasing meat already ground?
20. Before reading this information, did you know that raw meat can be contaminated with bacteria that may make you sick, such as *E. coli*?
 - a. How can food contaminated with *E. coli* and other pathogens harm you?
 - b. Before reading this information, had you considered that grinding spreads the bacteria throughout the food so it is no longer just on the surface? If no, what are your thoughts on that?
 - c. Does knowing this information make you reconsider eating dishes containing raw beef? Why or why not?

21. Is the information provided in the handout information that you think people need to know? Why or why not?
 - a. If so, who in particular needs to know this information?
 - b. Do you think restaurant chefs are aware of the safety concerns from eating raw meat?
22. Certain people are more likely to get sick from eating raw meat and are more likely to have severe illness. This includes young children, older adults, pregnant women, and people with compromised immune systems.
 - a. Had you heard that before today?
 - b. Does that information make you reconsider preparing dishes containing raw beef? Why or why not?
23. Does anyone have any personal experience with food poisoning? Does this influence your decision on whether you eat dishes containing raw beef? Why or why not?
24. Do you think this information will affect how you prepare meat dishes at home? If yes, how? If no, why not?
25. Do you look for food safety information?
 - a. [If yes.] What sources do you typically rely on for food safety information - online, family members and friends, your own experience?
26. USDA wants to make people more aware of the potential safety concerns from eating dishes containing raw beef. What do you think is the best way to get this information to consumers so they will see it and remember it? [*Probe: social media, magazines, etc.*]
27. We know that some people prepare dishes containing raw beef at home and may not be aware of the possible risks.
 - a. What's the best way for USDA to reach these people and educate them on the importance of avoiding these types of food?
 - b. Any other thoughts on how best to educate consumers about the risks of eating raw meat?
28. The information mentioned several recommendations when preparing ground beef. The handout stated, "To prevent illness, ground beef should always be cooked to an internal temperature of 160°F. The only way to tell if the temperature is right is with a food thermometer. Color is not an accurate indicator that ground beef is fully cooked."
 - a. Before today, had you heard that it is recommended to use a food thermometer to check the doneness of all meat dishes? What are your thoughts on this?

b. Before today, had you heard that color is not an accurate indicator of when ground beef is fully cooked? What are your thoughts on this?

29. Do you have a food thermometer at home?

a. *[If yes]* Do you ever use a food thermometer to check the doneness of meat or poultry? If yes, what foods? If no, why not?

b. Would you use a thermometer the next time you cooked hamburgers? Why or why not?

c. What would encourage you to use a food thermometer the next time you cooked meat or poultry?

V. Wrap Up

- Any other comments or questions before we wrap up?
- Thank you for participating.
- Please pick up your honorarium and free gift (food thermometer) on your way out.

Handout

Tis the Season to Avoid Raw Meat

Dec 11, 2014

Megan Buckles, Congressional and Public Affairs Staff, Food Safety and Inspection Service, USDA



Everyone loves spending time with family and friends enjoying special winter treats, but you might want to think twice before reaching for some traditional dishes. Raw meat dishes like tartare may be more common this time of year, but they still come with health risks.

“Tiger meat” is another traditional winter dish. Despite the name, this dish is not made using meat from tigers. It’s a holiday mixture of raw ground beef, raw eggs, onions and other seasonings served on rye bread or crackers. Beef tartare, tiger meat, and dishes alike have ground beef and eggs that pose a health hazard when eaten undercooked or raw.

When it comes to meat products, pathogens, if they are there, will largely be found on the outside of a muscle cut (such as a steak, loin or roast). This means that risk of foodborne illness can be significantly reduced by cooking the outside; heat will kill the pathogens on the surface. Raw meat dishes are different because the outside of many cuts of meat, or the trimmings, are cut up, ground, and mixed together. The surface of the meat now becomes the inside and even a small amount of contamination can be spread throughout the entire batch. Grinding meat at a restaurant or in the home does not make the final product any safer; if the outside is contaminated, the ground meat will be as well.

Not All Traditions Are Safe

Raw ground beef has been associated with several large outbreaks of foodborne illness. In 2012, an [E. coli O157:H7 outbreak](#) that sickened 17 people in Wisconsin was caused by this traditional dish.

E. coli infections can ruin your holiday, causing severe stomach cramps and diarrhea, kidney failure, and even death. *E. coli* is particularly dangerous for [people with weakened immune systems, children, and older adults](#).

In addition to *E. coli*, eating raw ground beef and raw egg can expose you to *Salmonella*, *Listeria*, and *Campylobacter* bacterium.

Cook to the Right Temperature

Most bacteria in meat, poultry, seafood, and eggs can be killed by thorough cooking. To prevent illness, ground beef should always be cooked to an internal temperature of 160 °F. The only way to tell if the temperature is right is with a food thermometer. Color is not an accurate indicator that ground beef is fully cooked. Also, if you’re cooking another dish like meatballs or meatloaf, remember not to try any of the dishes before cooking, even if you just want to taste the seasoning.

Food Safety Consumer Research Project Focus Groups Undercooked Hamburgers Final Moderator Guide

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-XXXX and the expiration date is XX/XX/20XX. The time required to complete this information collection is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

I. Introduction—Welcome Group (5 minutes)

- Who we are and who we represent
 - o Introduce moderator
 - o Study sponsored by the U.S. Department of Agriculture or USDA
- Why you have been asked to participate
 - o You are consumers who prefer to eat their hamburgers rare or medium rare
 - o Your experiences as consumers are important to USDA
 - o You have opinions and ideas that we'd like to know about
- How the discussion will work
 - o Session will last about 1.5 hours
 - o So I can give you my full attention, tonight's session will be audio- and video-recorded. I will use the recordings to write up a summary report, but I will not use names in any report
 - o Staff members from USDA have come tonight to hear your opinions first hand. They'll be listening from behind the one-way mirror.
 - o We would like the discussion to be open and informal and encourage interaction
 - o We would like to hear from everyone in the group
 - o One person talks at a time
 - o No right or wrong answers or ideas—we want YOUR opinions
 - o Silence or turn off cell phones
 - o Although we are talking about food safety topics, I am not a food safety expert, so I may not be able to answer all your questions. We will provide information on food safety at the end of the session.
- Participant introductions

- o First name and what you like to put on your hamburgers when you make them at home.

II. Undercooked Hamburger Preferences (40 minutes)

1. First let's talk about how you cook hamburgers made from ground meat at home. Think about the last time you cooked hamburgers at home. Where did you buy the raw ground meat to make the hamburgers?
 - a. Why did you buy the raw ground meat from this store? Is there a specific reason you bought the raw ground meat from this store?
 - b. Do you purchase ground meat from other stores to make hamburgers at home? Why or why not?
 - c. When making hamburgers at home, does anyone grind their own meat?
 - i. If yes, why?
 - ii. If yes, what type of meat do you purchase?
 - iii. Do you buy the cut of meat anywhere or at a specific store? Why?
2. Please tell me how you prepared your hamburgers at home. Please start with taking the raw meat out of the refrigerator/freezer until putting the cooked hamburgers on the table. Please describe each step.
 - a. Did you use a recipe?
 - i. If so, what did the recipe say about how to tell when the hamburgers were done?
 - ii. If not, how did you tell when the hamburgers were done?
3. We know that people like their hamburgers cooked to different levels of doneness.
 - a. How do you usually cook your hamburgers at home? Until they are well done, medium well, medium, medium rare, or rare?
 - i. How do you tell when hamburgers are cooked rare or medium rare?
 - ii. Why do you like your hamburgers cooked rare or medium rare?
 - iii. *[If necessary]* Why don't you like them cooked well, medium well, or medium?
 - b. How do you cook hamburgers for other family members? *[Probe: children and older adults?]*
 - i. *[If different]* Why do you cook burgers differently for them?
 - c. When eating at a family member's or friend's house, do you ask that your hamburger be cooked rare or medium rare? Why or why not?

- d. When eating at a restaurant, do you order your hamburgers rare or medium rare? Why or why not?
4. When cooking at home, are you concerned about eating undercooked hamburgers? Why or why not?
5. Have you heard of any safety or health concerns from eating raw or undercooked hamburgers?
6. Some people refer to medium rare or rare hamburgers as “undercooked.” Why do you think some people refer to medium rare or rare hamburgers as “undercooked?”
 - a. Do you agree or disagree? Why?
 - b. *[If not mentioned]* What do you consider to be a “fully cooked” burger? How can you tell if a hamburger is fully cooked?

III. Messaging (45 minutes)

Here, participants will watch video (<https://www.youtube.com/watch?v=-2KkV2yFiN0>)

7. What are your thoughts on what you just watched? What, if anything, initially grabbed your attention? Why?
8. Is any of this information new to you or not? If so, what is new to you?
9. Is there any information that you already knew? If so, what did you already know?
10. Is any of this information confusing or hard to understand? Explain.
11. Do you have any concerns or other comments about this information? Explain.
12. Before tonight, have you heard of the recommendation to use a food thermometer when cooking hamburgers to check that the temperature has reached 160° F? Why or why not?
13. Do you have a food thermometer at home?
 - a. *[If yes]* Have you ever used it when cooking hamburgers? Why or why not?
 - b. *[If used a food thermometer]* Tell me how you used a food thermometer to check the internal temperature of hamburgers.
 - c. *[If used a food thermometer]* Why do you use a food thermometer when cooking hamburgers?
 - d. Do you ever use a food thermometer to check the doneness of other foods? What foods? Why do you use it for these foods, but not hamburgers?
 - e. Would you use a thermometer the next time you cooked hamburgers? Why or why not?

- f. *[If not mentioned]* Do you think cooking hamburgers to the safe internal temperature of 160°F would affect the quality of the hamburgers positively or negatively? Why?
14. What would encourage you to use a food thermometer the next time you cooked hamburgers?
15. Do you think people need to know the information in the video? Why or why not?
- a. If so, who in particular needs to know this information?
16. Before watching this video, did you know that undercooked food such as ground beef may contain bacteria?
- a. How can food contaminated with bacteria harm you?
- b. For those who said they prefer their hamburgers cooked rare or medium rare, does knowing this information make you reconsider your preferences? Why or why not?
17. Does anyone have any personal experience with food poisoning? Does this influence how you cook your hamburgers? Why or why not?
18. Do you think the information in the video will affect how you cook hamburgers or not? If yes, why and how? If no, why not?
- a. *[If mentioned]* Based on this information, will you stop using the color of the meat as a measure of doneness? Why or why not?
- b. Based on this information, will you start cooking hamburgers to the safe internal temperature? Why or why not?
- i. *[If no]* What would encourage you to start cooking hamburgers to the safe internal temperature?
- ii. *[If no]* What would encourage you to start using a food thermometer to check the doneness of hamburgers?
19. Do you look for food safety information?
- a. *[If yes.]* What sources do you typically rely on for food safety information?
[Probe: Internet, family and friends, personal experience, etc.]
20. USDA wants to make people more aware of the need to cook hamburgers to 160°F, as measured by a food thermometer, to help prevent illness. What do you think is the best way to get this information to consumers so they will see it and remember it? *[Probe: social media, magazines, etc.]*

IV. Wrap Up

- Any other comments or questions before we wrap up?
- Thank you for participating.
- Please pick up your honorarium and free gift (food thermometer) on your way out.