



United States Department of Agriculture

Food Safety and
Inspection Service

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Ms. Patricia Buck, CFI Executive Director
Center for Foodborne Illness Research & Prevention
P.O. Box 206
Grove City, PA 16127

NOV 1 2018

Thomas Gremillion, Director
Food Policy Institute
Consumer Federation of America
1620 I Street, NW. - Suite 200
Washington, DC 20006

Dear Ms. Buck and Mr. Gremillion,

Thank you for your comments regarding the *Notice of Request for a New Information Collection: Consumer Research on the Safe Handling Instructions (SHI) Label for Raw and Partially Cooked Meat and Poultry Products and Labeling Statements for Ready-to-Eat and Not-Ready-to-Eat Products.*

In response to your recommendations to the Agency, the consumer research that is being conducted as part of the proposed study will consider 27 alternative label designs to determine the label format that best attracts consumer attention, followed by a behavior change study that will examine which label design best results in adherence to recommended food safety practices. Many of your recommendations are being taken into consideration in developing the alternative label designs to be tested in the consumer research.

With regard to your comment about consumers' confusion of raw and cooked products, the proposed study will also collect information on visual and attentional processes related to consumers' interaction with and use of labeling on ready-to-eat (RTE) products and SHI-labeled non ready-to-eat (NRTE) products (including products that are raw but appear to be fully cooked) and assess whether consumers understand the difference between RTE and NRTE meat and poultry products. The Agency will use the results of this research to help inform labeling policies with respect to these types of product.

Thank you for your interest and support of this study.

Sincerely,

Roberta Wagner
Assistant Administrator
Office of Policy and Program Development