

## Appendix F

### Screen Shots of Programmed English Instrument (Discrete Choice Experiment #2: Ground Beef, Current Definition vs. Three Alternative Definitions)

OMB Control Number: 0583-0186  
Expiration date: 06/30/2025

Note: The question numbers are not displayed when the respondents take the survey.

KnowledgePanel®

[Need help?](#)

RTI International is conducting this survey with funding from the U.S. Department of Agriculture (USDA). For this survey, you will answer questions about grocery shopping and cooking. Your participation in this study is completely voluntary. All your answers will be kept private. In our experience, answering the survey questions involves no more risk of harm than you would experience in everyday life.

If you have any questions about the study, you may contact [Jenna Brophy](#) of RTI at 1-800-334-8571, extension 28881 or by email at [jbrophy@rti.org](mailto:jbrophy@rti.org). If you have any questions about your rights as a study participant, you may contact RTI's Office of Research Protection at 1-866-214-2043 or by email at [orpe@rti.org](mailto:orpe@rti.org).

>>

© 2022 Ipsos - All rights reserved.

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 Office of Management and Budget (OMB) control number. The valid OMB control number for this information collection is 0583-0186, and the expiration date is 6/30/2025. The time required to complete this information collection is estimated to average 20 minutes 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.

&lt;&lt;

&gt;&gt;

The first set of questions asks about grocery shopping and cooking.

&lt;&lt;

&gt;&gt;

When it comes to grocery shopping in your household (at a store or online), would you say...

- ☐ You do all of it
- ☐ You do most of it
- ☐ You do about half of it
- ☐ Someone else does most of it; you do some of it
- ☐ Someone else does all of it

&lt;&lt;

&gt;&gt;

If 4 or 5 – Terminate:

KnowledgePanel®

[Need help?](#)

Thank you for your participation. For this portion of the survey, either you do not qualify or we have received all the responses we require.

If 1, 2, or 3 – Continue:

KnowledgePanel®

[Need help?](#)

For each of the following products, select Yes or No to indicate whether you purchased it from the grocery store/butcher or online within the past 6 months. Do not include prepackaged meal kits that provide the recipes and ingredients to prepare at home.

Fish

Yes, purchased

No, did not purchase

Shellfish

Yes, purchased

No, did not purchase

Chicken

Yes, purchased

No, did not purchase

Turkey

Yes, purchased

No, did not purchase

Pork

Yes, purchased

No, did not purchase

Beef

Yes, purchased

No, did not purchase

>>

If “No, did not purchase” for both Pork and Beef – Terminate:

KnowledgePanel®

[Need help?](#)

Thank you for your participation. For this portion of the survey, either you do not qualify or we have received all the responses we require.

If “Yes, purchased” for one or both of Pork and Beef – Continue:

KnowledgePanel®

[Need help?](#)

Which of the following items do you have in your kitchen? *Select all that apply.*

- ☐ Can opener
- ☐ Food thermometer
- ☐ Turkey baster
- ☐ Potato peeler
- ☐ Spatula
- ☐ Garlic press
- ☐ None of the above

<<

>>

When cooking a food product at home for the first time, how often do you read the cooking instructions on the package before you start cooking?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Most of the time
- ☐ Always

&lt;&lt;

&gt;&gt;

For the next question, assume you are at the grocery store/butcher or shopping online, and you are going to buy a package of frozen chicken tenders.

On the next screen, we are going to show you a package of chicken tenders. You will see the product for 20 seconds. Please carefully review the information on the product package because we are going to ask you a few questions about what you saw.

&lt;&lt;

&gt;&gt;



The image shows the packaging for Caldwell's Simply Smart Gluten Free Breaded Chicken Tenders. The top half of the box is red with a green swoosh. The brand name "Caldwells" is in blue and "Simply Smart" is in green. A "GF" logo with "Gluten-Free™" is in the top right. A red banner in the center reads "GLUTEN FREE Breaded Chicken Tenders". Below this, a small line of text says "BREADED TENDER SHAPED CHICKEN BREAST PATTIES WITH RIB MEAT". On the left, text states "Our Chickens are Raised All Vegetarian Diet", "25% Fewer Calories & 40% Less Fat", and "THAN USDA DATA FOR BREADED FRIED BONELESS CHICKEN". The net weight "NET WT. 22 OZ. (1.38 LB) 623G" is at the bottom left. On the right, there is a photo of the chicken tenders and a dipping sauce. Below the photo, it says "FULLY COOKED • KEEP FROZEN" and "SERVING SUGGESTION".

**Caldwells**  
**Simply Smart**

**GF**  
Gluten-Free™

**GLUTEN FREE**  
**Breaded Chicken**  
**Tenders**

BREADED TENDER SHAPED CHICKEN BREAST PATTIES WITH RIB MEAT

Our Chickens are Raised  
All Vegetarian Diet

25% Fewer Calories &  
40% Less Fat  
THAN USDA DATA FOR BREADED FRIED BONELESS CHICKEN

NET WT. 22 OZ. (1.38 LB) 623G

FULLY COOKED • KEEP FROZEN

SERVING  
SUGGESTION

You will be automatically moved to the next question after 20 seconds.

## KnowledgePanel®

[Need help?](#)

Please list everything you remember seeing on the food package. Please type each thing you remember seeing, such as words, pictures, and symbols, on a SEPARATE row. For pictures or symbols, please provide a description of what you saw.

Click the MORE button to add more rows. Take as much time as you need. Click the ">>" button when done.

[More](#)

&lt;&lt;

&gt;&gt;

## KnowledgePanel®

[Need help?](#)

Now we are going to ask you if you remember seeing different words, pictures, or symbols on the product package. **Only click YES if you are sure you saw the words, pictures, or symbols; otherwise, click NO.**

&lt;&lt;

&gt;&gt;

Do you remember seeing "Do Not Microwave"?

☐ Yes

☐ No



Do you remember seeing this image?



☐ Yes

☐ No





Do you remember seeing this image?



☐ Yes

☐ No

&lt;&lt;

&gt;&gt;

Do you remember seeing "All Vegetarian Diet"?

☐ Yes

☐ No

&lt;&lt;

&gt;&gt;

For the next question, assume you are at the grocery store/butcher or shopping online, and you are going to buy a package of ground beef.

On the next screen, we are going to show you a package of ground beef. You will see the package for 20 seconds. Please carefully review the information on the product package because we are going to ask you a few questions about what you saw.



You will be automatically moved to the next question after 20 seconds.

Respondents are randomly assigned to 1 of 4 conditions. The condition with plan text for Product of USA is shown.

## KnowledgePanel®

[Need help?](#)

Please list everything you remember seeing on the food package. Please type each thing you remember seeing, such as words, pictures, and symbols, on a SEPARATE row. For pictures or symbols, please provide a description of what you saw.

Click the MORE button to add more rows. Take as much time as you need. Click the ">>" button when done.

More

<<

>>

## KnowledgePanel®

[Need help?](#)

Now we are going to ask you if you remember seeing different words, pictures, or symbols on the product package. **Only click YES if you are sure you saw the word, picture, or symbol; otherwise, click NO.**

<<

>>

Do you remember seeing "Product of USA"?

- ☐ Yes
- ☐ No



Do you remember seeing "No Antibiotics and No Added Hormones"?

- ☐ Yes
- ☐ No



Do you remember seeing this image?



- ☐ Yes
- ☐ No



Do you remember seeing this image?



☐ Yes

☐ No



Do you remember seeing "100% Grass Fed"?

☐ Yes

☐ No



Do you remember seeing "Eco Friendly"?

☐ Yes

☐ No



Do you remember seeing "Sustainably Raised"?

☐ Yes

☐ No



Do you remember seeing this image?



☐ Yes

☐ No



Please answer the next questions that ask about labeling claims and other information that may be on meat (beef or pork) products based on your current knowledge. Labeling claims provide information to consumers when they are trying to decide whether to buy a product. Meat producers can put labeling claims on their products if they meet certain requirements. For example, for a meat product to be labeled as “organic,” it must be produced through approved methods.

&lt;&lt;

&gt;&gt;

To your knowledge, what does “USDA Choice” on beef products mean? *Select all that apply.*

- ☐ The beef was evaluated (graded) and is considered high-quality beef for tenderness, juiciness, and flavor.
- ☐ The cows used to produce the beef were treated humanely from birth to slaughter on farms that provide suitable living conditions that meet the animals' needs.
- ☐ The beef does not contain any bacteria (e.g., Salmonella) that can cause foodborne illness.
- ☐ The beef is a product of the USA.
- ☐ Not sure/don't know

&gt;&gt;

To your knowledge, what does the “**Natural**” labeling claim on meat products mean?

- ☐ The animals used to make the product were never given synthetic or artificial hormones throughout their lifetimes.
- ☐ The animals used to make the product were never given antibiotics throughout their lifetimes.
- ☐ The product must be made from meat with no added colors or artificial ingredients and made in a way that does not change the meat itself (i.e., minimally processed).
- ☐ Not sure/don't know

&gt;&gt;

To your knowledge, what does the “**Product of USA**” labeling claim on meat products mean?

For the answer choices below, a meat product “**processed in the USA**” means the meat was packaged in the USA or cut/ground (for example, into pork chops or hamburger) and then packaged in the USA.

- ☐ The product must be made from animals slaughtered and the meat then processed in the USA; the animals can be born and raised in another country.
- ☐ The product must be made from animals raised and slaughtered and the meat then processed in the USA; the animals can be born in another country.
- ☐ The product must be made from animals born, raised, and slaughtered and the meat then processed in the USA.
- ☐ The product must be processed in the USA; the animals can be born, raised, and slaughtered in another country.
- ☐ Not sure/don't know

&gt;&gt;



Please look at this symbol.



To your knowledge, what does this symbol on meat products mean? *Select all that apply.*

- ☐ The meat does not contain any bacteria (e.g., Salmonella) that can cause foodborne illness.
- ☐ The meat was produced under federal inspection of the U.S. Department of Agriculture (USDA).
- ☐ The animals used to produce the meat were treated humanely from birth to slaughter on farms that provide suitable living conditions that meet the animals' needs.
- ☐ The meat is a product of the USA.
- ☐ Not sure/don't know

&gt;&gt;

For the next part of the survey, imagine you are visiting a grocery store/butcher shop or shopping online to buy ground beef. In the next set of questions, we will ask you to consider two ground beef products. These packages of ground beef will differ based on the features described on the next screen.

Please take a few minutes to read this information carefully. You can go back to it if you need to by clicking the "Review Product Information" button.

&gt;&gt;

- **Price/pound:** Dollars per 1 pound of ground beef. These prices typically range from \$3.89 to \$5.69.
- **Labeling claims:** The U.S. government reviews labeling claims producers make about their product. For example, if a producer claims that it is selling grass fed beef, the producer must show the government its products are produced from cattle mostly fed grass over their life. The survey asks about the following claims:
  - **Grass-fed:** Made from cattle mostly fed grass over their life.
  - **Free from antibiotics:** Made from cattle that were never given antibiotics during their lifetime.

&lt;&lt;

&gt;&gt;

- **Location produced:** The beef in a package of ground beef can come from the USA, from another country or countries, or from both depending on where each step of the production process of the beef takes place. As shown in the figure below, the main production locations are (1) where the cattle were born, (2) where the cattle were raised, (3) where the cattle were slaughtered, and (4) where the meat was processed (packaged or ground and then packaged). Cattle can be transported to a different location to be raised, slaughtered, and/or processed.



&lt;&lt;

&gt;&gt;

- For this survey, please consider four possible options for where the ground beef was produced as described below. If a **production stage is not stated**, it means the animals could come from the **USA** or another country or countries.

"Processed in the USA" means the ground beef was packaged in the USA or ground and then packaged in the USA.

- The ground beef was **processed** in the USA.
- The ground beef was made from cattle that were **slaughtered** and the meat then processed all within the USA.
- The ground beef was made from cattle that were **raised and slaughtered** and the meat then processed all within the USA.
- The ground beef was made from cattle that were **born, raised, and slaughtered** and the meat then processed all within the USA.

&lt;&lt;

&gt;&gt;

It is important that we get accurate results to this survey. In prior surveys, some respondents did not consider their answers to these questions carefully. For example, in one survey, most respondents said they would buy a new product. However, when a grocery store stocked the product, only about half actually bought the new product when they had to pay for it with their own money. This can lead to misleading survey results. So, it is important that you make each of your upcoming choices like you would if you were actually making these exact choices in a grocery store/butcher or online.

&lt;&lt;

&gt;&gt;

To start, consider Product A and Product B. Please assume they are the brand that you usually buy. Both products are packages of USDA-inspected 85% lean/15% fat ground beef sold by the pound and have the same weight and expiration (sell-by) date and the same general appearance. The products are the same except for the labeling features shown on the next screen. Please carefully consider each product.

&lt;&lt;

&gt;&gt;

Product Features	Product A	Product B
Price/pound	\$3.89	\$5.69
Location produced	In the USA <ul style="list-style-type: none"><li>• Slaughtered</li><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Slaughtered</li><li>• Processed</li></ul>
Grass fed	No	No
Free from antibiotics	Yes	Yes

#### Review Product Information

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither

&lt;&lt;

&gt;&gt;

If Product A:

**KnowledgePanel®**[Need help?](#)

In this question, each product was exactly the same except Product A cost less than Product B. You chose Product A, the option that cost less.

In the following questions, products will differ in more than one way. Please look very carefully at each product and consider which option you would actually buy as if you were making the purchases using your own money.

<<>>

If Product B:

**KnowledgePanel®**[Need help?](#)

Why did you choose Product B as your response?

<<>>

**KnowledgePanel®**[Need help?](#)

Please read these questions carefully. In this question, each product was exactly the same except Product A cost less than Product B. However, you chose Product B, the option that cost more.

In the following questions, products will differ in more than one way. Please look very carefully at each product and consider which option you would actually buy as if you were making the purchases using your own money.

<<>>

If Neither:

KnowledgePanel®

[Need help?](#)

Why did you choose Neither as your response?

<<

>>

KnowledgePanel®

[Need help?](#)

Please look very carefully at each product and consider which option you would actually buy as if you were making the purchases using your own money.

<<

>>

Then all continue:

## Question 1 of 9.

Product Features	Product A	Product B
Price/pound	\$3.89	\$4.79
Free from antibiotics	No	Yes
Grass fed	Yes	No
Location produced	In the USA <ul style="list-style-type: none"><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither



## Question 2 of 9.

Product Features	Product A	Product B
Price/pound	\$5.69	\$4.79
Free from antibiotics	Yes	No
Grass fed	Yes	No
Location produced	In the USA <ul style="list-style-type: none"><li>• Slaughtered</li><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Born</li><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither





## Question 3 of 9.

Product Features	Product A	Product B
Price/pound	\$5.69	\$3.89
Free from antibiotics	No	Yes
Grass fed	No	Yes
Location produced	In the USA <ul style="list-style-type: none"><li>• Slaughtered</li><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Born</li><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither

&lt;&lt;

&gt;&gt;

## Question 4 of 9.

Product Features	Product A	Product B
Price/pound	\$5.69	\$4.79
Free from antibiotics	Yes	No
Grass fed	No	Yes
Location produced	In the USA <ul style="list-style-type: none"><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither



## Question 5 of 9.

Product Features	Product A	Product B
Price/pound	\$4.79	\$3.89
Free from antibiotics	Yes	No
Grass fed	No	Yes
Location produced	In the USA <ul style="list-style-type: none"><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither



## Question 6 of 9.

Product Features	Product A	Product B
Price/pound	\$3.89	\$5.69
Free from antibiotics	Yes	No
Grass fed	No	Yes
Location produced	In the USA <ul style="list-style-type: none"><li>• Born</li><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither

&lt;&lt;

&gt;&gt;

## Question 7 of 9.

Product Features	Product A	Product B
Price/pound	\$4.79	\$5.69
Free from antibiotics	Yes	No
Grass fed	Yes	No
Location produced	In the USA <ul style="list-style-type: none"><li>• Slaughtered</li><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Born</li><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither



## Question 8 of 9.

Product Features	Product A	Product B
Price/pound	\$4.79	\$3.89
Free from antibiotics	No	Yes
Grass fed	No	Yes
Location produced	In the USA <ul style="list-style-type: none"><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Raised</li><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither

&lt;&lt;

&gt;&gt;

## Question 9 of 9.

Product Features	Product A	Product B
Price/pound	\$5.69	\$3.89
Free from antibiotics	Yes	No
Grass fed	Yes	No
Location produced	In the USA <ul style="list-style-type: none"><li>• Processed</li></ul>	In the USA <ul style="list-style-type: none"><li>• Slaughtered</li><li>• Processed</li></ul>

[Review Product Information](#)

Given these two options, which package of ground beef would you buy?

- ☐ Product A
- ☐ Product B
- ☐ Neither

&lt;&lt;

&gt;&gt;

## KnowledgePanel®

[Need help?](#)

Suppose a package of ground beef is labeled with "Product of USA," and this label is defined to mean that the ground beef was processed in the USA. Could this ground beef be the product of cattle that were born, raised, and slaughtered in another country and processed in the USA?

- ☐ Yes
- ☐ No

&lt;&lt;

&gt;&gt;

## KnowledgePanel®

[Need help?](#)

The next questions ask about how important the different features of ground beef are to you. Please think about how you made your decision to choose either Product A, Product B, or neither product for the questions you just answered.

&lt;&lt;

&gt;&gt;

## KnowledgePanel®

[Need help?](#)

When making your choices, which feature of ground beef was most important to you when deciding which product to buy?

- ☐ Grass-fed cattle
- ☐ Location produced
- ☐ Free from antibiotics
- ☐ Price

&lt;&lt;

&gt;&gt;

Note: The feature selected as most important (in this case, "Grass-fed cattle") does not appear in the next question.



KnowledgePanel®

[Need help?](#)

Which feature of ground beef was second most important when deciding which product to buy?

☐ Location produced

☐ Free from antibiotics

☐ Price

<<

>>

Note: The features selected as first and second most important do not appear in the next question.

KnowledgePanel®

[Need help?](#)

Which feature of ground beef was third most important when deciding which product to buy?

☐ Location produced

☐ Price

<<

>>

When grocery shopping (at a store or online), how often do you look for the following labeling claims when buying ground beef?

**Grass-fed cattle**☐ Never  
seen the  
claim☐ Never☐ Rarely☐ Sometimes☐ Most of  
the time☐ Always**Product of USA**☐ Never  
seen the  
claim☐ Never☐ Rarely☐ Sometimes☐ Most of  
the time☐ Always**Free from antibiotics**☐ Never  
seen the  
claim☐ Never☐ Rarely☐ Sometimes☐ Most of  
the time☐ Always

&lt;&lt;

&gt;&gt;

Thank you for completing this survey. We have successfully received your responses.