### 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 <u>Jenna Brophy</u> of RTI at 1-800-334-8571, extension 28881 or by email at <u>jbrophy@rti.org</u>. 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.

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# KnowledgePanel® Need help? 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. << >> KnowledgePanel® Need help? The first set of questions asks about grocery shopping and cooking. << >> KnowledgePanel® Need help? 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 << >>

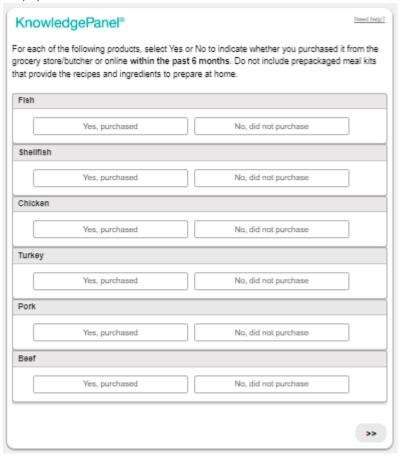
### If 4 or 5 - Terminate:

# 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:



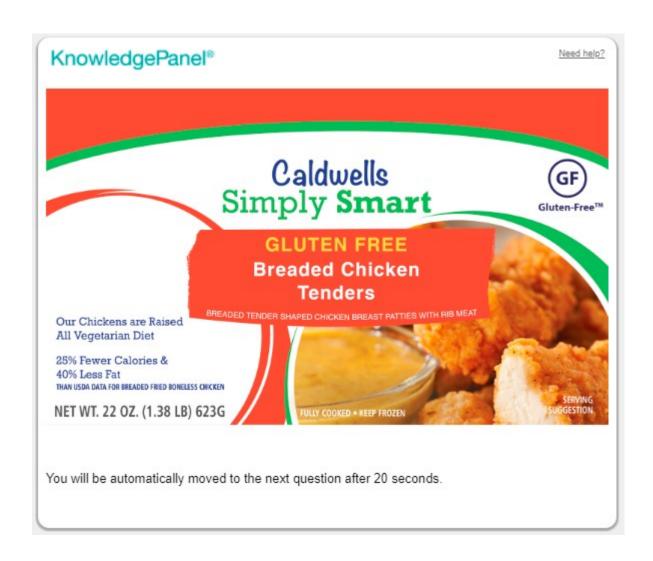
If "No, did not purchase" for both Pork and Beef – Terminate:

# KnowledgePanel® 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.

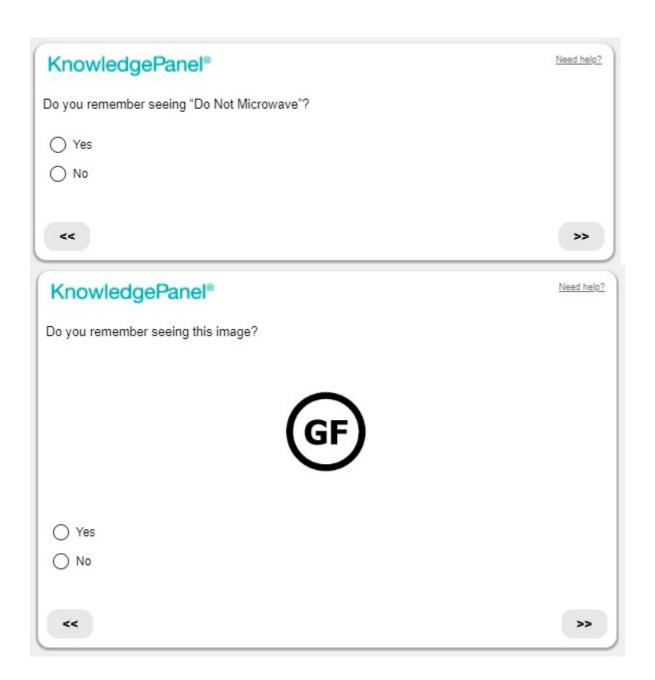
If "Yes, purchased" for one or both of Pork and Beef - Continue:

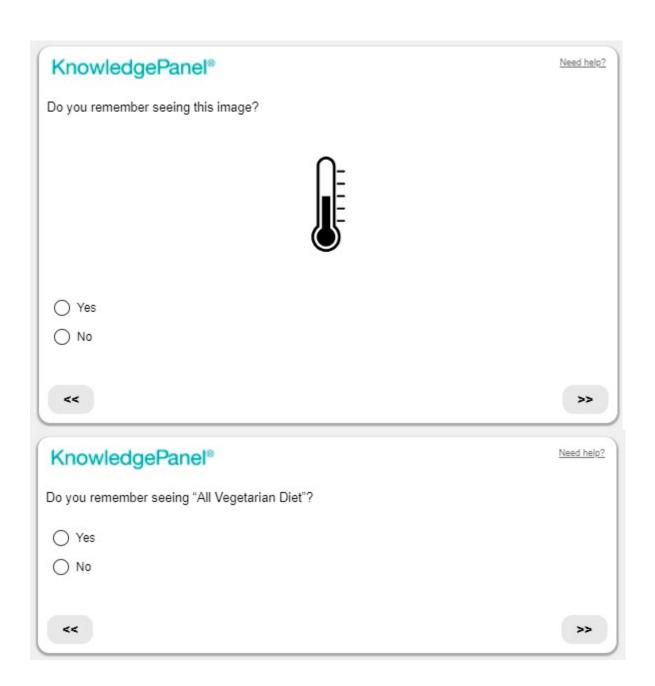
KnowledgePanel®	Need help?
Which of the following items do you have in your kitchen? Select all that apply.	
Can opener	
Food thermometer	
Turkey baster	
Potato peeler	
☐ Spatula	
Garlic press	
None of the above	
<<	>>

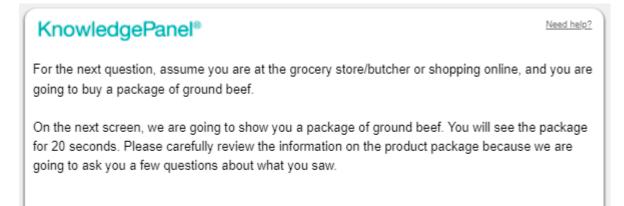
KnowledgePanel®	Need help?
When cooking a food product at home for the first time, how often do you read the cooking instructions on the package before you start cooking?	9
○ Never	
Rarely	
○ Sometimes	
Most of the time	
Always	
<<	>>
KnowledgePanel®	Need help?
For the next question, assume you are at the grocery store/butcher or shopping online, an going to buy a package of frozen chicken tenders.	id you are
On the next screen, we are going to show you a package of chicken tenders. You will see product for 20 seconds. Please carefully review the information on the product package be we are going to ask you a few questions about what you saw.	
<<	>>



KnowledgePanel®	Need help?	
Please list everything you remember seeing on the food package. Please remember seeing, such as words, pictures, and symbols, on a SEPARAT symbols, please provide a description of what you saw.		
Click the MORE button to add more rows. Take as much time as you need when done.	ed. Click the ">>" button	
More		
«	>>	
KnowledgePanel®		Need help?
Turowiougor arior		
Now we are going to ask you if you remember	-	•
product package. Only click YES if you are so otherwise, click NO.	ure you saw the words,	pictures, or symbols;
<<		>>





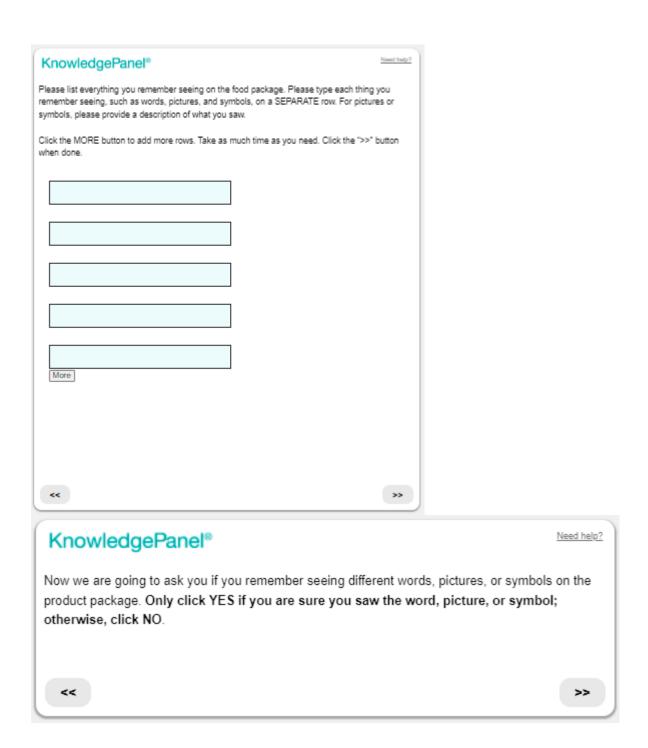


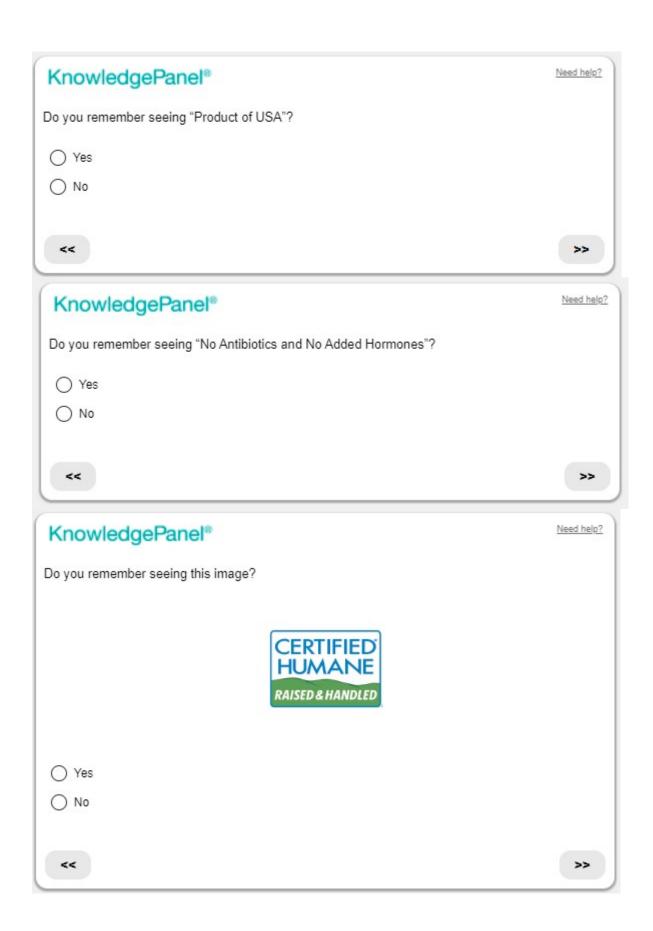
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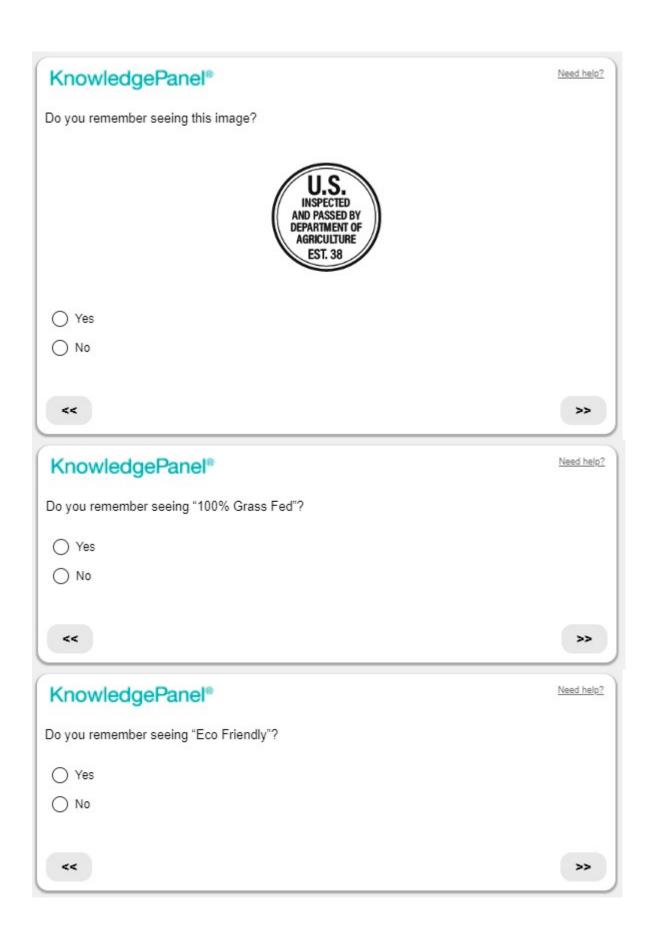


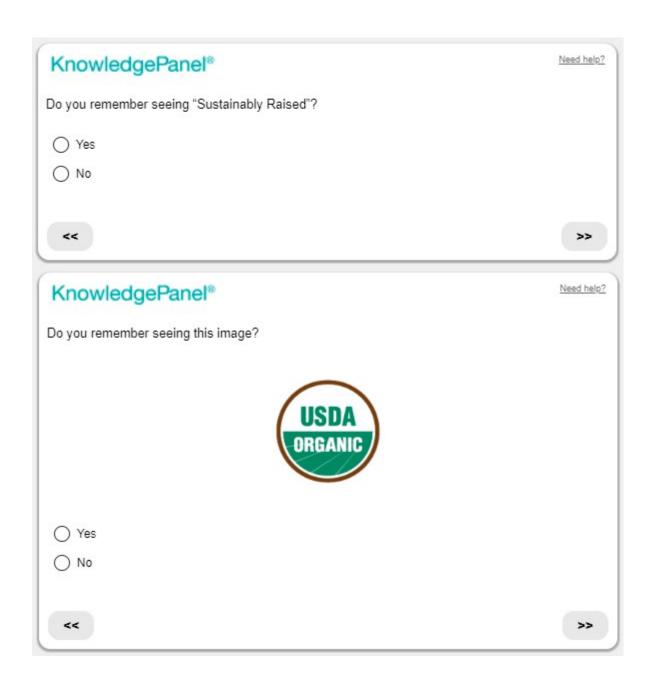
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Respondents are randomly assigned to 1 of 4 conditions. The condition with plan text for Product of USA is shown.









# KnowledgePanel® Need help? 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. << >> KnowledgePanel® Need help? 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

KnowledgePanel®	eed help?
To your knowledge, what does the "Natural" labeling claim on meat products mean?	
O The animals used to make the product were never given synthetic or artificial hormones through their lifetimes.	ıghout
O The animals used to make the product were never given antibiotics throughout their lifetimes.	
O The product must be made from meat with no added colors or artificial ingredients and made way that does not change the meat itself (i.e., minimally processed).	in a
O Not sure/don't know	
	>>
KnowledgePanel®	eed help?
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 pack in the USA.	
O The product must be made from animals <u>slaughtered</u> and the meat then <u>processed</u> in the US/ animals can be born and raised in another country.	A; the
O The product must be made from animals <u>raised</u> and <u>slaughtered</u> and the meat then <u>processed</u> the USA; the animals can be born in another country.	<u>d</u> in
O The product must be made from animals <u>born, raised, and slaughtered</u> and the meat then <u>processed</u> in the USA.	
O The product must be <u>processed</u> in the USA; the animals can be born, raised, and slaughtered another country.	d in
O Not sure/don't know	
	>>

Need help?

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

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### KnowledgePanel®

Need help?

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.

Need help?

- 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.

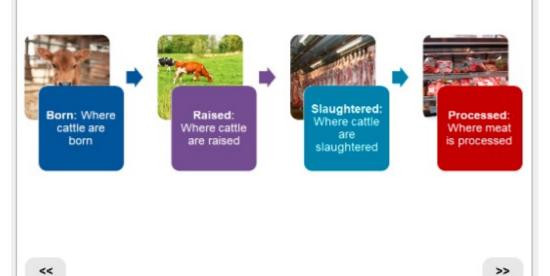
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### KnowledgePanel®

Need help?

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.



Need help?

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.

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## KnowledgePanel®

Need help?

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.

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Need help?

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.



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# KnowledgePanel®

Need help?

Product Features	Product A	Product B
Price/pound	\$3.89	\$5.69
Location produced	In the USA  • Slaughtered • Processed	In the USA  • Slaughtered • Processed
Grass fed	No	No
Free from antibiotics	Yes	Yes

### **Review Product Information**

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

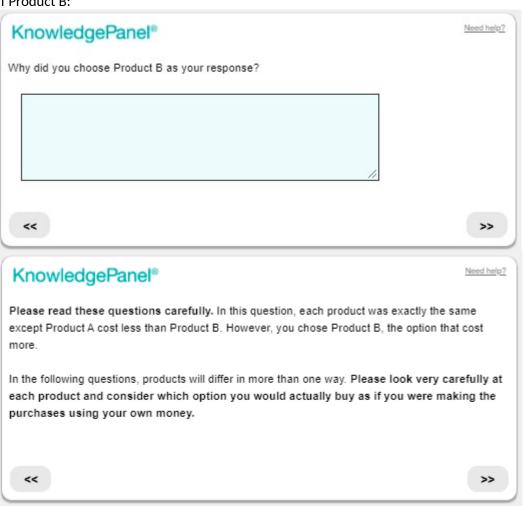
- O Product A
- O Product B
- Neither

<<

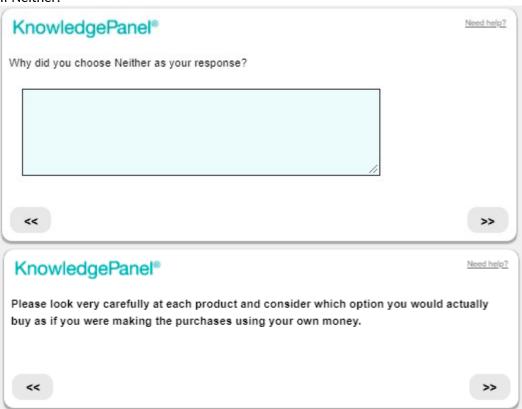
### If Product A:

# KnowledgePanel® 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:



### If Neither:



Then all continue:

Need help?

### 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 • Processed	In the USA  Raised Slaughtered Processed

### Review Product Information

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

O Product B

O Neither

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Need help?

### 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  • Slaughtered • Processed	Born     Raised     Slaughtered     Processed

### Review Product Information

Given these two option	ne which nackad	ne of around h	heef would v	ou huv2
DIVERTURES TWO OPTION	is, willen packag	ac or ground i	occi would y	ou buy:

O Product A

O Product B

O Neither

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Need help?

### 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  • Slaughtered • Processed	Born     Raised     Slaughtered     Processed

### Review Product Information

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

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Need help?

### 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  Raised Slaughtered Processed	In the USA • Processed

### **Review Product Information**

Given these two options	<ul> <li>which package of</li> </ul>	of around beef	would vou buy?	

O Product A

O Product B

O Neither

<<

### KnowledgePanel® Need help? Question 5 of 9. Product Features Product A Product B \$4.79 \$3.89 Price/pound Free from antibiotics Yes No Grass fed No Yes In the USA In the USA Raised Location produced Slaughtered Processed Processed Review Product Information Given these two options, which package of ground beef would you buy? O Product A O Product B O Neither <<

Need help?

### 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	Born     Raised     Slaughtered     Processed	In the USA  • Slaughtered • Processed

### **Review Product Information**

O Product A

O Product B

O Neither

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Need help?

### 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  • Slaughtered • Processed	Born     Raised     Slaughtered     Processed

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	LC V	IC VV		aucı		ULLIN	auvi

Given these two options	, which package of groun	d beef would you buy?
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O Product A

O Product B

O Neither

<<

### KnowledgePanel® Need help? Question 8 of 9. Product Features Product A Product B \$4.79 Price/pound \$3.89 Free from antibiotics No Yes Grass fed No Yes In the USA In the USA Raised Location produced Processed Slaughtered Processed Review Product Information Given these two options, which package of ground beef would you buy? O Product A O Product B O Neither << >>

Need help?

### 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 • Processed	Slaughtered     Processed

### Review Product Information

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

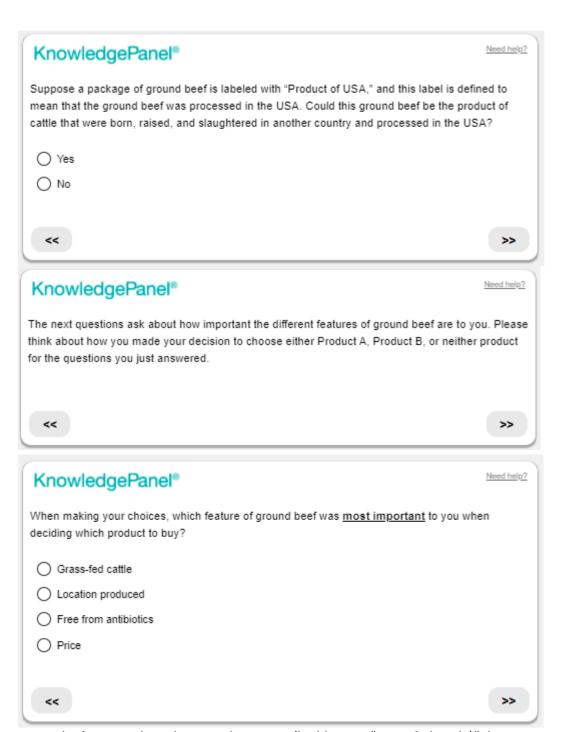
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	Product	. ~

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	Dan dans	

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/ 1	N I = :4I= =
	Neither

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



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

