

OMB Control Number:
Expiration date: xx/xx/xxxx

Appendix C – Materials Consumer Labeling Research Focus Groups

OMB Control Number:
Expiration date: xx/xx/xxxx

Four test labels

Labels are under development.

Handout for Thermometer Icon



Handout for Ranking Exercise - Labels

Participant ID: _____

Task 1. Please rank order the alert words by putting a 1 by the alert word that most attracts your attention, a 2 by the second best, a 3 by the one that is least effective at attracting attention. There is also a space to write in and rank other suggestions you have for an alert word.

Alert words

___ Attention

___ Caution

___ Important

___ _____

Task 2. Please rank order the titles by putting a 1 by the title that most attracts your attention, a 2 by the second best, a 3 by the third best, and a 4 by the one that is least effective at attracting attention. There is also a space to write in and rank other suggestions you have for a title.

Titles

- Food Safety Handling Instructions
 - Food Safety Steps
 - How to Handle Raw Meat Products Safety
 - Avoid Illness
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Task 3. Please rank order the messages by putting a 1 by the message that does the best job of encouraging you to follow the recommended instructions, a 2 by the second best, a 3 by the third best, and a 4 by the one that is least effective at encouraging you to follow the recommended instructions. There is also a space to write in and rank other suggestions you have for a motivating message.

Messages

- Follow these instructions to prepare raw meat products safely.
- Reduce your risk of illness when preparing raw meat products by following these steps.
- Follow these instructions to prevent foodborne illness.
- This raw meat product may contain bacteria. Follow these steps to avoid illness.

Task 4. The labels had two different sets of instructions that varied in terms of length. Please circle the option—short vs. long—that you think is most useful.

 <p>Wash and dry hands</p>	 <p>Clean utensils and surfaces, and then sanitize</p>	 <p>Wash hands with soap and water for 20 seconds, then dry</p>	 <p>Clean utensils and surfaces that contact this product with soap and water and then sanitize</p>
 <p>Separate raw meat and poultry from other foods</p>	 <p>Use food thermometer: cook to 160°F</p>	 <p>This product is raw: separate raw meat/poultry from other foods</p>	 <p>Use food thermometer: cook to 160°F</p>

Visual Cues

Visual cues are under development.

Participant ID: _____

Handout for Ranking Exercise – Visual Cues

Task 1. Please rank order the visual cues by putting a 1 by the one that most attracts your attention, a 2 by the second best, a 3 by the third best, and so on

___ Visual Cue A

___ Visual Cue B

___ Visual Cue D

___ Visual Cue E

___ Visual Cue F