

NCC Packaging Consumer Comprehension of NRTE Stuffed Breasts

Objectives:

- Consumer Safety
- Comprehension of “raw” product state
- Proper handling and cooking

Background:

- December 2008 present recommended standard to USDA
- May 2009 present next round continuous improvements

Research of Consumer Comprehension of NRTE Stuffed Breasts Product State and Proper Handling/Cooking

On-line Omnibus 1,000 interviews

- 50% of sample viewed “generic old copy” March 2008 packaging
- 50% of sample viewed “generic new” proposed standard

Appendix: Product Tested – Old Copy



Nutrition Facts

Serving Size 1 Piece (140g/5oz)
Servings Per Container 2

Amount Per Serving
Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	19%
Saturated Fat 3.5g	16%
Trans Fat 0g	

Cholesterol 65mg	22%
Sodium 490mg	20%
Total Carbohydrate 11g	4%
Dietary Fiber 0g	2%
Sugars 1g	

Protein 24g

Vitamin A 4% • Vitamin C 2%
Calcium 10% • Iron 6%

*Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: CHICKEN BREAST WITH RIB MEAT (CONTAINING UP TO 14% OF A SOLUTION OF WATER, RICE STARCH, ROAST CHICKEN, SALT, SUGAR, ONION POWDER, NATURAL FLAVORINGS), PASTEURIZED PROCESS SWISS AND AMERICAN CHEESE, GINSENG CHEESE (CULTURED MILK AND SKIM MILK, SALT, ENZYMES), AMERICAN CHEESE (CULTURED MILK, SALT, ENZYMES), CREAM, SODIUM PHOSPHATE, SALT, COOKED HAM - WATER ADDED CURED WITH WATER, SALT, DEXTROSE, SODIUM PHOSPHATES, SODIUM ASCORBATE, SODIUM NITRITE, BLEACHED WHEAT FLOUR, WATER, CONTAINS LESS THAN 2% OF THE FOLLOWING: DRIED WHEAT WHITE WHOLE WHEAT FLOUR, BARLEY FLOUR, YELLOW CORN FLOUR, SOYBEAN OIL, SALT, DEXTROSE, SPICE, ROMANO & PARMESAN CHEESE (PASTEURIZED COWS' MILK, CHEESE CULTURES, SALT, ENZYMES), BUTTERMILK POWDER, DRIED YEAST, NATURAL FLAVORINGS, DRIED PARSLEY, COLORED WITH PAPRIKA EXTRACT, TURMERIC EXTRACT AND ANNATTO EXTRACT. FRESHENED IN VEGETABLE OIL. CONTAINS: MILK, WHEAT

Cooking Instructions:*

Conventional Oven

1. Preheat oven to **400°F**.
2. Remove frozen breast(s) from pouch and place on baking sheet.
3. Bake in preheated oven for a minimum of **30 minutes**. (This product is raw. Cook to a minimum internal temperature of 165°F measured by a meat thermometer).
4. CAUTION: Filling will be hot and may splatter; let stand approximately 2 minutes to cool before serving.

*Due to variations in ovens, cooking times may vary.

Do not microwave.

SAFE HANDLING INSTRUCTIONS

THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS:

- KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.
- KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.
- COOK THOROUGHLY.
- KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

Proof of Purchase



Appendix: Product Tested – New Copy



Nutrition Facts
Serving Size 1 Piece (140g/5oz)
Servings Per Container 2

Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	19%
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Protein 24g	
Vitamin A 4%	Vitamin C 2%
Calcium 10%	Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat. Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: CHICKEN BREAST WITH RIB MEAT (CONTAINING UP TO 4% OF A SOLUTION OF WATER, RICE STARCH, ROAST CHICKEN, SALT, SUGAR, ONION POWDER, NATURAL FLAVORING), PASTEURIZED PROCESS SWISS AND AMERICAN CHEESE SWISS CHEESE (CULTURED MILK AND SKIM MILK, SALT, ENZYMES), AMERICAN CHEESE (CULTURED MILK, SALT, ENZYMES), CREAM, SODIUM PHOSPHATE, SALT, COOKED HAM - WATER ADDED (CURED WITH WATER, SALT, DEXTROSE, SODIUM PHOSPHATES, SODIUM ASCORBATE, SODIUM NITRITE), BLEACHED WHEAT FLOUR, WATER, CONTAINS LESS THAN 2% OF THE FOLLOWING: DRIED WHEAT WHITE WHEAT FLOUR, BARLEY FLOUR, YELLOW CORN FLOUR, SOYBEAN OIL, SALT, DEXTROSE, SPICE, BONIANO & PARMESAN CHEESE (PASTEURIZED COW'S MILK, CHEESE CULTURES, SALT, ENZYMES), BUTTERMILK POWDER, DRIED YEAST, NATURAL FLAVORING, DRIED PARSLEY, COLORED WITH PAPRIKA EXTRACT, TURMERIC EXTRACT AND AN ANIATTO EXTRACT, FRESHENED IN VEGETABLE OIL. CONTAINS: MILK, WHEAT

RAW CHICKEN

DO NOT MICROWAVE

DO NOT MICROWAVE

DO NOT MICROWAVE

DO NOT MICROWAVE TO HELP PREVENT FOODBORNE ILLNESS CAUSED BY EATING RAW POULTRY

Cooking Instructions: * Conventional Oven

- Preheat oven to **400°F**.
- Remove frozen raw breast(s) from pouch and place on baking sheet.
- Bake in preheated oven for a minimum of **30 min.**

For Food Safety, cook to a minimum internal temperature of 165°F measured by a meat thermometer.

Meat Thermometer Instructions: Insert meat thermometer 2 inches into the stuffing in the center of the entrée. See Diagram.

CAUTION: Filling will be hot and may splatter; let stand approximately 2 minutes to cool before serving.

**Due to variations in ovens, cooking times may vary.*

400°F

OVEN BAKE ONLY

30 minutes

Meat Thermometer INSTRUCTIONS

Cross Section of Breast

SAFE HANDLING INSTRUCTIONS

THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS:

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.

KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WASHING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.

COOK THOROUGHLY.

KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

100% RECYCLED PAPER. NOT DAIRY FREE.

Proof of Purchase

0 1234567890 0

Package research Executive Summary

The new package communicates the raw product state significantly better

- Recall of the word “raw” nearly doubles (42% w/ old pack to 82% w/ new pack)
- Understanding of the raw product state increases from 55% to 76% overall
 - Among females who indicate they are the primary meal preparer, it goes from 54% to 82%

The oven symbol does a good job in reinforcing the raw state of the product and how it should be cooked

In both the new and old versions the vast majority of consumers plan to cook the product in the oven (75% for old copy vs. 79% for new copy)

- Open end playback of packaging likes are consistent with the other findings – more mention raw and must be cooked in oven/not microwavable with the new package

Recall of a meat thermometer increases significantly overall (from 53% to 70%)

- The open ends suggest meat thermometer communicates that the product must reach a certain temperature/be cooked well or thoroughly – but not necessarily that the product is raw

Product State – Did you notice the word “Raw?”

- Multiple placements of the word “raw” nearly double the percentage of consumers who notice the word
- The percentage is higher among females compared

to males	TOTAL		TOTAL FEMALES		TOTAL MALES		TOTAL FEMALES + INVOLVED IN PURCHASE/PREP		TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS	
	OLD A (499)	NEW B (501)	OLD C (257)	NEW D (263)	OLD E (243)	NEW F (237)	OLD G (237)	NEW H (247)	OLD I (157)	NEW J (167)
Yes	42	82 A	40	85 C	44	78 E	40	85 G	45	87 I
No	58 B	18	60 D	15	56 F	22	60 H	15	55 J	13

Q10: “When you first saw the package, did you notice the word “Raw” to describe the product?”

CAPITAL LETTER indicates 95% confidence level vs. other column

Lower case indicates 90% confidence level vs. other column

Product State – What is the product state?

- New packaging copy has significant impact on the percentage of all consumers who believe the chicken is raw, especially among females and females involved in the category

	TOTAL		TOTAL FEMALES		TOTAL MALES		TOTAL FEMALES + INVOLVED IN PURCHASE/PREP		TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS	
	OLD A (499)	NEW B (501)	OLD C (257)	NEW D (263)	OLD E (243)	NEW F (237)	OLD G (237)	NEW H (247)	OLD I (157)	NEW J (167)
The chicken is already fully cooked	33 B	16	31 D	12	35 F	21	32 H	12	36 J	12
The chicken is raw	55	76 A	54	82 C	56	70 E	54	82 G	55	83 I
I am not sure if the chicken is raw or fully cooked	12	8	15 D	6	9	10	15 H	6	10	4

Q4: “Based on what you noticed from the packaging, please select one statement below that describes the chicken in this product”

CAPITAL LETTER indicates 95% confidence level vs. other column

Lower case indicates 90% confidence level vs. other column

Product State – Did anything call your attention to raw state and what appliance should be used?

- The oven symbol does a good job in reinforcing the raw state of the product and how it should be cooked, increasing recognition by over 30 points

	TOTAL		TOTAL FEMALES		TOTAL MALES		TOTAL FEMALES + INVOLVED		TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS	
	OLD A (499)	NEW B (501)	OLD C (257)	NEW D (263)	OLD E (243)	NEW F (237)	OLD G (237)	NEW H (247)	OLD I (157)	NEW J (167)
Yes	44	76 A	46	80 C	42	73 E	46	80 G	48	85 I
No	56 B	24	55 D	21	58 F	28	54 H	20	52 J	15

Q11: “When you first saw the front of the package, did you see anything calling your attention to the raw state of the product and what appliance should be used to cook the product?”

CAPITAL LETTER indicates 95% confidence level vs. other column

Lower case indicates 90% confidence level vs. other column

Cooking Method – Proper preparation method

- The vast majority of consumers will bake the product in the oven

	TOTAL		TOTAL FEMALES		TOTAL MALES		TOTAL FEMALES + INVOLVED		TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS	
	OLD A (499)	NEW B (501)	OLD C (257)	NEW D (263)	OLD E (243)	NEW F (237)	OLD G (237)	NEW H (247)	OLD I (157)	NEW J (167)
Cook in oven	75	79	79	83	72	74	79	83	81	86
Heat in microwave	10	7	8 d	4	13	11	8 h	4	8	4
Cook in oven or heat in microwave	15	14	14	13	16	16	13	13	12	10

Q5: "Which statement best describes the proper preparation method(s) for this product? (Please select one)"

CAPITAL LETTER indicates 95% confidence level vs. other column

Lower case indicates 90% confidence level vs. other column

Meat Thermometer – Notice mention of a meat thermometer?

- Women are significantly more likely to notice the mention of a meat thermometer on the new package than males

	TOTAL		TOTAL FEMALES		TOTAL MALES		TOTAL FEMALES + INVOLVED		TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS	
	OLD A (499)	NEW B (501)	OLD C (257)	NEW D (263)	OLD E (243)	NEW F (237)	OLD G (237)	NEW H (247)	OLD I (157)	NEW J (167)
Yes	53	70 A	41	76 C	55	62	52	77 G	53	81 I
No	47 B	31	49 D	24	45	38	49 H	23	48 J	19

Q13: "Did you notice anywhere on the packaging the mention of a meat thermometer?"

CAPITAL LETTER indicates 95% confidence level vs. other column

Lower case indicates 90% confidence level vs. other column

Thermometer – Open End Responses

- A meat thermometer suggests consumers must cook the product well and/or to a certain temperature for safety reasons
- It is not necessarily telegraphic that a meat thermometer means raw
- Note: We believe more respondents say they a meat thermometer means “raw” for the old copy because fewer consumers noticed a mention of the meat thermometer for that concept (see previous page) or thought it was raw originally

	TOTAL		TOTAL FEMALES	
	OLD A (499)	NEW B (501)	OLD C (257)	NEW D (263)
Preparation (NET)	54	50	59	55
Cook right/well/thoroughly	18	13	22	13
Cook to certain/proper temperature	14	15	13	16
Cook to certain temperature for safe consumption	10	8	12	10
165 degrees/cook to 165 degrees	8	10	7	10
Cook properly/thoroughly for safe consumption	4	3	4	3
Product Attributes (NET)	17	12	20	14
Raw food/meat	15 A	8	17 D	8
Need/Usage (NET)	13	19 A	13	19
Used to check temperature	5	6	4	7
Check for doneness/safety	3	4	6	5
Don't like/use it	3	4	4	3
Convenience (NET)	6	7	6	5

Q14: “What does the mention of a meat thermometer mean to you about the product and its preparation? Please be as specific as possible.”

CAPITAL LETTER indicates 95% confidence level vs. other column

Lower case indicates 90% confidence level vs. other column

Recommended Raw Packaging Guidelines

Consensus guidelines of top 4 Stuffed Breast manufacturers

Need USDA FSIS input on guidelines & how to standardize

1



3

2

4

FRONT PANEL:

1. "Raw" in the name of product to follow USDA regulations
2. NEW "RAW CHICKEN" Icon:
– the Icon **MUST** be prominent, conspicuous and legible



OR



3. Serving Suggestion notice:
– Copy must convey product after cooking/baking
4. Safety statement at bottom of package:
– RAW/RAW PRODUCT - all caps, minimum type height 1/4"
– FOR FOOD SAFETY . . . all caps or upper and lower case, minimum letter height of the capital letter must be 1/2 the height of RAW

RAW- DO NOT MICROWAVE

TO HELP PREVENT FOODBORNE ILLNESS
CAUSED BY EATING RAW POULTRY



For Food Safety, cook to a minimum internal temperature of 165°F measured by a meat thermometer.

Meat Thermometer Instructions:
Insert meat thermometer 2 inches into the stuffing in the center of the entrée. See Diagram.



1

2

3

4

INNER POUCH:

1. RAW-DO NOT MICROWAVE

- all caps
- must be in RED or if a one color package then it can be in BLACK.
- minimum type height 3/16"

2. NEW Foodborne Illness statement adjacent to "RAW-DO NOT MICROWAVE"

- minimum type height 1/16"

3. "For Food Safety, cook to a minimum internal temperature of 165°F measured by a meat thermometer" must appear adjacent to cooking instructions

4. Cooking and Meat Thermometer Probing

- three illustrations must appear in this area



1. Do Not Microwave illustration



2. An oven illustration



3. Probing illustration with thermometer probing product. Text version of probing instructions must be included and immediately follow cooking instructions.