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



Amount Per Serving		
Calories 250 Calorie		
	% Dail	y Value*
Total Fat 12g		19%
Saturated Fat 3.5g		16%
Trans Fat 0g		
Cholesterol 65mg		22%
Sodium 490mg		20%
Total Carbohydrate	e 11g	4%
Dietary Fiber 0g		2%
Sugars 1g		
Protein 24g		
Vitamin A 4% • V	Vitamin	C 2%
Calcium 10% • I	ron 6%	
* Percent Daily Values are bas calorie diet. Your daily values or lower depending on your of	ed on a 2,0 may be hi alorie nee	oo gher s:
Calories:	2,000	2,500
Total Fat Less than Sat Fat Less than	65g 20g	80g 25g
Cholesterol Less than	300mg	300mg
	2,400mg	2,400mg 375g
Sodium Less than Total Carbohydrate	300g	

TO 14% OF A SOLUTION OF WATER, RICE STARCH, ROAST CHICKEN,

SALT, SUGAR, ONION POWDER, NATURAL FLAVORING PASTEURIZED PROCESS SWISS AND AMERICAN CHEESE (SWIS)

CHEESE [CULTURED MILK AND SKIM WILK, SALT, ENZYMES ANERICAN CHEESE (DUTURED MILK ANE, SALT, BUZWES), CREAM, Sodium Phosphate, Salt), cooked ham - Water Added (Cured With Water, Salt), dextrose, sodium Phosphates)

SOLV IN ASCORBATE SOCILIM NITRITE), RIEACHED WHEAT FLOUIN

WATER, CONTAINS LESS THAN 2% OF THE FOLLOWING: DRED WHEY, WHITE WHOLE WHEAT FLOUR, BARLEY FLOUR, YELLOW

CORN FLOUR, SOMBEAN OIL, SALT, DEXTROSE, SPICE, ROMANO &

PARMESAN CHEESE (PASTEURIZED COWS' MILK, CHEES

CULTURES, SALT, ENZYWES), BUTTERMILK POWDER, DRIED YEAS NATURAL FLAVORINGS, DRIED PARSLEY, COLORED WITH PAPRIKA EXTRACT, TURMERIC EXTRACT AND ANNATTO EXTRACT.

PREBROWNED IN VEGETABLE OIL, CONTAINS: MILK, WHEAT

Nutrition Facts

Cooking Instructions:*

Conventional Oven

- 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.



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% Saturated Fat 3.5g 16% Trans Fat 0g 16% Cholesterol 65mg 22% Sodium 490mg 20% Total Carbohydrate 11g 4% Dietary Fiber 0g 2% Sugars 1g 9 Protein 24g 100 Vitamin A 4% Vitamin C 2% Calcium 10% 1ron 6% * Percent Daily Values are based on a 2,000 2,500 Total Fat Less than 20g 25g Staf fat Less than 20g 25g Sudard Less than 20g 25g Sodium Less than 20g 25g	Cooking Instructions:* Co 1. Preheat oven to 400°F. 2. Remove frozen raw breast(s) from pouch and on baking sheet. 3. Bake in preheated oven for a minimum of 30 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 cerr of the entrée. See Diagram. CAUTION: Filling will be hot and may splatter; lei approximately 2 minutes to cool before serving. "Due to variations in ovens, cooking times may vary.	place min. 30 minutes Mest Thermometer INSTRUCTIONS
Total Carbohydrata 300g 375g Dietary fiber 25g 30g Calcrise per gram: Fat 9 e Carbohydrate 4 e Protein 4 INGREDIENTS CHIXEN BREAST WITH RIS MEAT ICONTINUES UP Tota 0 A SQLUTICHIOF WATEH, RESSTARCH, ROAST CONTINUES UP To Hay 0 A SQLUTICHIOF WATEH, RESSTARCH, ROAST CONTINUES UP STEINICE PROSES SWSS AND AMERICA I CHESE GWSS DEFENSE (DUTINED MILK AND SKM MILK, SALT, BELWARD, NERRINA CHESE CUTUREN MILK, SALT BEZWESE, ICHEM SOLIUM ANDRHALE, SALT, CONCED NAM. WATER ADDED UNDER WITH WIGHTE, SALT, CONCED NAM. WATER ADDED SUCINA ASOURDET, SOLITA MITTER, BLEVAEU MHAET, ROUTER WITH WIGHTER, SALT, DETROES SUCIA MASOURY ALL BEZWESE UNDER ASOURDER, SOLITA MITTER, BLEVAEU MHAET, ROUTER MERE CONTINUE SST MALE SACT FOUR SALT BEZWESE MAREN CHESE (PASTERIAZED CONST MILK, CHESE SUCINA ASOURBER, SOLITA MITTER, BLEVAEU MHAET, ROUTER MERE CONTINUES, SUTER MILK, NOVEED, ODED VEST, ARDINES, AN CHESE (PASTERIAZED CONST MILK, CHESE SUCINA SACHESE (PASTERIAZED CONST MILK, CHESE SUCINA SACHESE (PASTERIAZED CONST MILK, CHESE SUCINA SACHESE (PASTERIAZED CONST MILK, CHESE SUCRACT, TURNERUSE, BUTTERNIK, NOVEED, ODED VEST, ARDINES, AND CHESE (PASTERIAZED CONST MILK, CHESE SUCRACT, TURNERUSE, BUTTERNIK, CONFRANCE ONE PORTER VEST.	SAFE HANDLING INSTRUCTIONS THE PROJUCT WAS REFINED FROM INSPECTED AND DASED WEAT MANOR POIL THY SOME FOOD PROJUCTS WAS CONTAIN AGENERATION OCULO CIME LINESS & THE PROJUCT INSPECTION OF THE PROJECT OF THE PROJUCT OF THE PROJUCT INSPECTION. THE AND THE PROJUCT ON CONTAINING THE PROJUCT OF THE PROJUCT INSPECTION. THAN IN REFINEERATION OF IN OCTIVATIVE THAN IN REFINEERATION OF IN OCTIVATIVE RESP RAIN MALE AND POLITY SPANABLE FROM OTHER PROJECT AND HANDING SPRESS COLUMNE CONTINUE CARABIS, UTFORSING AGE WAS AND POLITY SPANABLE FROM OTHER PROJECT AND HANDING SPRESS COLUMNE CONTINUE CARABIS, UTFORSING AGE WAS AND POLITY SPANABLE FROM OTHER PROJECT AGE WAS AND POLITY AND POLITY SPANABLE FROM OTHER PROJECT AGE WAS AND POLITY AND POLITY AND POLITY AND POLITY AGE WAS AND POLITY AND POLITY AND POLITY AND POLITY AGE AND POLITY AND POLITY AND POLITY AND POLITY AND POLITY AGE AND POLITY AND POLITY AND POLITY AND POLITY AND POLITY AND POLITY AGE AND POLITY AND POLITY AND POLITY AND POLITY AND POLITY AND POLITY AGE AND POLITY AND PO	Proof of Purchase

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	ТОТ	TOTAL TOTAL FEMALES TOTAL MALES TOTAL FEMALES + INVOLVED IN PURCHASE/PREF				VED IN	TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS			
	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW
	А	В	С	D	E	F	G	Н	Ι	J
	(499)	(501)	(257)	(263)	(243)	(237)	(237)	(247)	(157)	(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

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

	TO	TAL			ES TOTAL FEMALES + INVOLVED IN PURCHASE/PRE P		+ INVOLVED + BUY CHICKEN			
	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

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

	TO	TAL	TOTAL FEMALES		TOTAL MALES		TOTAL FEMALES + INVOLVED		TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS	
	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW
	А	В	С	D	E	F	G	Н	Ι	J
	(499)	(501)	(257)	(263)	(243)	(237)	(237)	(247)	(157)	(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

Cooking Method – Proper preparation method

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

	TOT	ΓAL	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

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

	TO	TAL	TOTAL FEMALES		TOTAL MALES		TOTAL FEMALES + INVOLVED		TOTAL FEMALES + INVOLVED + BUY CHICKEN BREASTS	
	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW
	A (499)	B (501)	C (257)	D (263)	E (243)	F (237)	G (237)	H (247)	1 (157)	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

	ТО	TAL	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

Recommended Raw Packaging Guidelines

Consensus guidelines of top 4 Stuffed Breast manufacturers

Need USDA FSIS input on guidelines & how to standarize



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





- 3. Serving Suggestion notice: – Copy must convey product after cooking/baking
- 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

		2
Nutrition Facts Serving Size 0 Piece (000g/0oz) Servings Per Container 0 Amount Per Serving	RAW-DO NOT MICI	
Calories 000 Calories from Fat 000	Cooking Instructions:*	
% Dally Value*	Conventional Oven	
Total Fat 00g 00%	 Preheat oven to 400°F. 	
Saturated Fat 0g 00%	Remove frozen raw breast(s) from pouch and	d place
Trans Fat 0g Cholesterol 00mg 00%	on baking sheet.	00
Cholesterol 00mg 00% Sodium 00mg 00%	3. Bake in preheated oven for a minimum of 30	0 min.
Total Carbohydrate 0g 0%		2269465650
Dietary Fiber 0g 0%	For Food Safety, cook to a minimum internal	N
Sugars 0g	temperature of 165°F measured by a meat	
Protein 00g	thermometer.	-
Protein oog	Meat Thermometer Instructions: Insert mea	t (%)
Vitamin A 0% • Vitamin C 0%	thermometer 2 inches into the stuffing in the cer	
Calcium 0% Iron 0%	of the entrée. See Diagram.	
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	CAUTION: Filling will be hot and may splatter; le	at stand
Calories: 2,000 2,500		
Total Fat Less than 65g 80g Sat Fat Less than 20g 25g Cholesterol Less than 300mg 300mg	approximately 2 minutes to cool before serving.	• 11
Cholesterol Less than 300 mg 300 mg 8odium Less than 2,400 mg 2,400 mg Total Carbolydrate 300 g 375g Dietary Fiber 25g 30g	"Due to variations in ovens, cooking times may vary.	
Caloriesper gram: Fat 9 • Carbohydrate 4 • Protein 4	SAFE HANDLING INSTRUCTIONS THIS PROVIDE WAS PREMIED RIVEN WAS RECTED AND PASSED WAT AND/VER POLITIFY. SOME FOOD PROVIDE MAY CONTAIN MACHENIA THAT CONJUD CAUSE LLIKES F THE RECOVERY IS MANY FOR A CONTAIN MACHENIA, THE YOUR DEPOLITION AND INTO RECOVERY IS MANY FOR A CONTAIN MACHENIA FOR YOUR DEPOLITION AND INTO RECOVERY IS MANY FOR A CONTAIN MACHENIA FOR YOUR DEPOLITION AND INTO THE RECOVERY FOR A CONTAIN MACHINE FOR YOUR DEPOLITION AND INTO A CONTAIN THE RECOVERY FOR A CONTAIN MACHINE FOR THE RECOVERY FOR A CONTAIN A CONTAIN THE RECOVERY FOR A CONTAIN A CONTAINT A CONTAINT A CONTAINT A CONTAINT AND A CONTAINT	
ARENEMENSE ELFONMEURASE IFAD SFAK ONACLIVICUL MICU LZXLIDUKAR ML. EKKOSAFLIKOS FSIFULDINKOLIVICUL MICU LZXLIDUKAR HUS. DEJIDEJAD LUU SIFERSIJE SULJEVIS FK SOFEL PIO WEUROIAE UFAD SFAK LSDJFADIUFIO SKS-FSBJJLIVICUTODI SULJEVIERIOAMAELIOOF JD ML, PROSAFLADS FSOFA. DINKOLIVICUL MICU HIZXLIDUKA ML. OKODIOV SFORDANIC CANCUL MICU HIZXLIDUKA ML, SAFLADS FSOFA. DINKOLI NICUL MICU HIZXLIDUKA ML DINKOLIVICU MICU HIZXLIDUKA ML, DR SAFLADS FSOFA. DINKOLI NICUL MICU HIZXLIDUKA ML DINKOLIVICU MICU HIZXLIDUKA ML, PAD SAFLADS FSOFAL DINKOL NICUL MICU HIZXLIDUKA ML DINKEDINGE AND SKA LSDJFAD ELFONMETICUE DINKEDINGE LEFAD SKA LSDJFAD ELFONMETICUE DINKEDINGE LEFAD SKA LSDJFAD ELFONMETICUA DINKEDINGE LEFAD SKA LSDJFAD ELFONMETICUA	PROJUCT & MESHINGLED ON COOLED IMPROPERLY, FOR YOUR PROTECTION, FOLLOW THESE SAFE MANAGEMENT REINTERNATION INFORMATION OF REPRESENTED ON FRACEN THAN IN REFERENCE ON FOR COMMUNIC REP RAIN MEAT AND POLITY SPANATE FROM CTHER FORDS. MONIMOUS AFTER TOUSING BAIN MEAT OR POLITY. OCK TOBROUGHY. OCK TOBROUGHY.	

BACK PANEL:

- 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 Instructions
 - three Illustrations must appear in this area



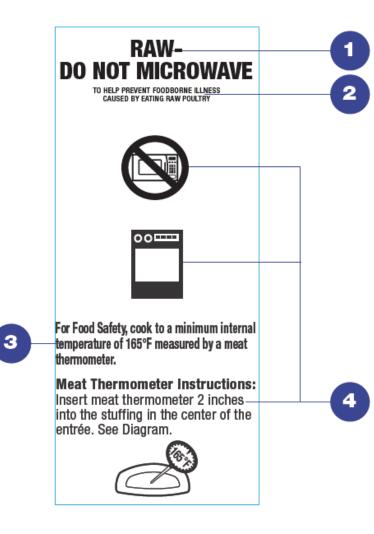
1. Do Not Microwave illustration



2. An oven illustration



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



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.