Consumer Perceptions of Beef Safety & *E. coli* O157:H7

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Consumer Safety Tracking

Data source: National surveys of U.S. adult beef eaters

- June 2007: Beef industry food safety attitude tracking survey – 910 beef eaters
- October 2007: Survey of consumer awareness of food safety issues/confidence in beef safety/preparation & cooking knowledge - 902 beef eaters
- January 2008: Beef industry food safety attitude tracking survey - 948 beef eaters
Safety Grades for Supermarket Food

Yearly average percentage of Americans rating A or B grade on…

- Fresh beef steaks and roasts
- Fresh chicken
- Fresh hamburger/ground beef
- Fresh fish
- Fresh ground pork

Q1. I’m going to read you a list of foods you might buy in the grocery store. For each food I read, I want you to give it a grade for being safe to eat. We’ll use school grades again – A through F.

* One 2008 survey
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Perceived Safety of Fresh vs. Frozen Chicken and Fish

Grade on fresh vs. frozen…

<table>
<thead>
<tr>
<th>Food</th>
<th>Grade</th>
<th>Fresh Chicken</th>
<th>Frozen Chicken</th>
<th>Fresh Fish</th>
<th>Frozen Fish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh chicken</td>
<td></td>
<td>33</td>
<td>19</td>
<td>45</td>
<td>42</td>
</tr>
<tr>
<td>Frozen chicken</td>
<td></td>
<td>23</td>
<td>22%</td>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td>Fresh fish</td>
<td></td>
<td>78%</td>
<td>77%</td>
<td>70%</td>
<td>71%</td>
</tr>
<tr>
<td>Frozen fish</td>
<td></td>
<td>43</td>
<td>41</td>
<td>41</td>
<td>29%</td>
</tr>
</tbody>
</table>

January 2008 Data
Q2. When you think of the safety of foods you might buy IN THE SUPERMARKET, which ONE of the following types of foods are you most concerned about?
Q3. As you may know, food poisoning is caused by the presence of certain types of bacteria in the food we eat. What specific bacteria are you most worried about when thinking about the food you eat?
E. Coli Awareness in the Last Month

Heard about *E.coli* in food in the past month...

- 67% - Yes
- 32% - No

Subject of *E.coli* report...

- In ground beef, 15%
- In fruit/ veg, 15%
- Recalls on beef, 8%
- Bad/ makes you sick, 9%
- Media reports, 7%
- Outbreak, 3%
- Other mentions, 4%
- Salmonella, 3%
- Food recalls, 3%

October 2007 data

Q4. Have you seen, heard or read anything in the past month about *E. coli* bacteria in food?

Q5. What have you seen, heard or read about *E. coli* in food?
Q7. Now I’m going to read you the opinions of two people – let’s call them Smith and Jones. [READ STATEMENTS - ROTATE]

Smith says proper handling and cooking is the key to safely enjoying foods and avoiding foodborne illness. Everybody knows you have to cook chicken properly and it’s no different with ground beef.

Jones says proper handling and cooking of ground beef is important but people aren’t going to get it right every time. If you buy ground beef in the supermarket, you should expect it to be safe and free of bacteria.
Cooking Temperature for Food Safety

The safe cooking temperature for ground beef is...

- <160° - 16%
- 160° - 13%
- 161°-170° - 8%
- >170° - 32%
- Not sure - 32%

October 2007 data

Q8. In degrees Fahrenheit, to what internal temperature should a ground beef patty be cooked to make sure it is safe?
Q9. When you or your family cook hamburgers or ground beef patties, do you ever use an INSTANT-READ meat thermometer to determine doneness?

Q10. Do you use an INSTANT-READ thermometer to determine doneness...
Q11. Why do you NOT use an instant-read thermometer when you cook ground beef patties? Any other reasons?
Ways Used to Determine Doneness

No longer pink inside: 20 mentions
Color: 14 mentions
Cut it open: 13 mentions
Not red/pink: 7 mentions
No more blood: 6 mentions
Well done: 3 mentions
Juices run clear: 2 mentions
By the juices: 1 mention
Outside color: 1 mention
Juices are not pink: 1 mention
Time cooking: 5 mentions
Experience: 4 mentions
Texture/feel: 4 mentions
Other: 6 mentions
Nothing: 10 mentions
Not sure: 2 mentions

Visual inspection mentions: 68
Expertise mentions: 13

October 2007 data: Based on those who do not/rarely use an instant-read thermometer (first mentions)

Q12. If you don’t use a thermometer, how do you tell when a FRESH ground beef patty is properly cooked? [RECORD 1ST MENTION] Is there any other way you determine doneness?
Q13. Do you ever purchase and cook PRE-FORMED FROZEN hamburger patties?

Q14. When it comes to cooking pre-formed frozen hamburger patties, which of the following comes closest to describing the way you determine they are properly cooked?
Hamburger Doneness Preference

Q15. Do you prefer your hamburgers

- Well done: 52
- Medium well: 23
- Medium: 15
- Medium rare: 8
- Rare: 2

October 2007 data
The End