# **Food Shopping Preferences**

#### Introduction

Many people don't think too much about the foods they buy. However, animal rights groups are concerned about the treatment of livestock and poultry on modern farms. Some groups have proposed raising money from their members to broaden an official program to certify farms that produce "humanely raised" animals. With such a certification, consumers who wish to support better treatment of animals can look for products with this label. They will know that the higher price reflects the higher standards of animal care that the label would guarantee.

However, the funds that people would donate to pay for expanding this certification program could be spent for other causes—for example, children's health or elder care or poverty programs. Consumers may not be sufficiently willing to pay higher prices for humanely raised meats. In that case, this larger-scale certification program would be a bad idea. The effort and money used to develop the program might be better spent on other things.

This survey is designed to gather information about likely consumer demand for certified humanely raised meats. You will be asked to consider a number of food-shopping scenarios. In each case, we want you to indicate what choices you would probably make on a real shopping trip, given your food budget and all the other things you normally need to buy.

It is important for our research that we collect the opinions of many different types of people. Regardless of your food preferences (**and even if you do not buy meat**) we hope you will participate in our study. The better our participants reflect the mix of opinions in the overall population, the better the advice we can provide to policy-makers, animal rights groups, and their potential donors.

This is a completely anonymous survey. It should take about 15 minutes to complete.

Office of Human Subjects Compliance JUN 2 8 2006 "APPROVED"

### Section A. Different approaches to raising livestock and poultry

First, we will describe in more detail some different approaches to raising farm animals, like livestock and poultry, for food. Then we will ask you to consider some possible food shopping scenarios and what products you would prefer. Next we will ask you a few questions about your choices, and then we will follow up with some questions about you. These will allow us to combine your answers with those of other people like you.

**Conventionally raised meats** Federal laws already require farms, ranches and slaughterhouses to meet certain standards when they raise and process animals for meat:

- a. Animals must have plenty of food and water
- b. Animals must be made unconscious before they are slaughtered
- A.1. Were you previously aware of these existing requirements?



**Free-range meats** Some farms already choose to go beyond the conventional standards to raise what is sometimes called "free-range" meat. There are no specific laws about what farming practices can or cannot be called free-range, but these animals should spend at least some time outdoors.

A.2. Have you ever noticed free-range farm products for sale in the grocery stores where you shop?

	Yes
$\square$	No
	Not Sure

Humanely raised meats These products are not yet widely available. An independent certifying organization would supervise specific animal husbandry standards that individual farmers could choose to follow if they wish. These standards would require that animals

- a. receive immediate veterinary care for injuries and illnesses
- b. not be fed mammal or bird by-products
- c. have access to shelter and shade
- d. have space for natural habits
- e. be raised on pasture or rangeland throughout their lives and have continuous access to the outdoors
- f. not be confined unless there is extreme weather, in which case their confinement must be spacious and clean
- g. be properly weaned
- h. not be branded, dehorned or subjected to other non-necessary physical alterations, such as tail docking (for livestock) or subjected to bill trimming, feather-pulling, toe/web cutting (for poultry)
- i. not be electrically shocked
- j. have natural daily cycles of light and darkness
- k. be allowed continuous access to food

A farm that can meet these requirements, after inspection by the certifying organization, would be able to label its meat products as "Humanely Raised" (or "Humane").

Important: this label does NOT necessarily mean that these products are "Organically Grown." It refers only to the way farm animals are treated.

A.3. Prior to now, have you heard or read anything about these humane practices for raising livestock and poultry?

☐ Yes ☐ No ☐ Not Sure

A.4. How much do you think these requirements would actually improve the wellbeing of livestock and poultry raised on certified farms?



A.5. About what fraction of "conventional" farms do you think **already** make sure that their livestock and/or poultry:

	(check	one bo	x in eacl	n row)
	few	half	most	Don't know
a. receive immediate veterinary care for injuries and illnesses				
b. are not fed mammal or bird by-products				
c. have access to shelter and shade				
d. have space for natural habits				
e. are raised on pasture or rangeland throughout their lives and have continuous access to the outdoors				
f. are not confined unless there is extreme weather, in which case their confinement must be spacious and clean				
g. are not branded, dehorned or subjected to other non-necessary physical alterations, such as tail docking (for livestock) or subjected to bill trimming, feather-pulling, toe/web cutting (for poultry)				
h. are properly weaned				
i. are not electrically shocked				
j. have natural daily cycles of light and darkness				
k. are allowed continuous access to food				
	few	half	most	Don't know

j.

A.6. Do you think that humanely raised meats might be more or less healthy for people to eat than conventional meats?						
				5	6	7
Much less he than convent	•		Equally healthy	tha		ore healthy onal meats
A.7. Do you conventional		manely rais	ed meats might	nt have a d	ifferent tas	te than
1	2	3	4	5	6	7
Much worse than convent			Same	tha		better taste onal meats
A.8. Do you think that humanely raised meats might be tougher or more tender than conventional meats?					tender	
1	2	3	4	5	6	7
Much toughe than convent			Same	tha		nore tender onal meats
-	-	•	household nor l/or check a bo	ox)		
Product			\$ per pound		nis, but	Don't eat this
	l chicken brea	asts	• per pound			
Conventional top sirloin steak						
Conventional ground beef (15% fat)				I		
Free-range chicken breasts				I		
Free-range to	p sirloin stea	k		I		
Free-range g	Free-range ground beef (15% fat)			I		

A.10. If you checked "Eat this, but don't know price" in at least one case above, please check the reason(s) why:

Somebody else in my household usually does the shopping

 $\Box$  I just buy my usual brand in a package that is the size I need.

 $\Box$  I just buy whatever looks good.

Other \_\_\_\_\_

### Section B. Product Choices

Next, we will ask you to consider some product choices like those you might actually face when you shop for food. These choices will concern conventional, free-range, and humanely raised ("humane") meat products. **There are no right or wrong answers to these questions.** 

#### Some reminders:

Conventional farming methods are often the **cheapest methods** for farmers. Lower costs mean that farmers can price their products competitively. Consumers can use the money they save to pay for other things that are also important to them or their families. Some consumers with tight budgets simply cannot afford to pay extra for humanely raised meat products, even though they would like to see better treatment of farm animals.

On the other hand, some people feel a strong moral obligation, in a survey like this one, to **say** that they would choose the humanely raised product. However, if the prices of humanely raised products are too high, these products will not be affordable for many people. We need you to be as realistic as possible about your likely shopping choices.

If the purchase intentions that people state in this survey are **overly optimistic**, it is possible that the "humanely raised" certification program will be expanded by mistake. The money and time used to further develop it would be better spent on some other socially valuable program.

#### Instructions:

Please consider each of the following six choice scenarios **separately**. Assume that each scenario concerns a typical shopping trip where you have only the usual amount of time to compare products.

(Note: If *someone else* in your household normally shops for food, please answer the choice questions on behalf of that person (to the best of your ability). If you live in a college dormitory or other institutional setting, please answer as if you were currently shopping for yourself.)

- If every product in a choice scenario seems too expensive, choose "None."
- If you would look for something else instead, choose "None."
- If you never buy the meat product(s) being described, choose "None."

## Choice Scenario #1 (Chicken Breasts)

Suppose you have come to your usual food store. You are considering whether to buy a 1.5-pound package of chicken breasts. The store offers three brands of chicken breasts that look the same. The color, size and fat content of each brand are very similar. The only visible difference is that one brand is marked "Conventional," one brand is marked "Free-range," and the third brand is marked "Humane". The prices are also different.

	А	В	С	None
Туре	Conventional	Free-range	Humane	
Package size	1.5 lbs	1.5 lbs	1.5 lbs	
Price	\$ 3.09/lb	\$ 4.09/lb	\$ 4.84/lb	
Total cost	\$ 4.63	\$ 6.14	\$ 7.26	\$ 0
I prefer:				

Keeping in mind your household budget, which would you choose? (check ONE)

Now consider a different shopping trip, and a different choice scenario.

## Choice Scenario # 2 (Chicken Breasts)

Now suppose that you are considering whether to buy a 2-pound package of chicken breasts. This time, the prices are different.

	А	В	С	None
Туре	Conventional	Free-range	Humane	
Package size	2 lbs	2 lbs	2 lbs	
Price	\$ 2.09/lb	\$ 2.19/lb	\$ 2.49/lb	
Total cost	\$ 4.18	\$ 4.38	\$ 4.98	\$ O
I prefer:				

Keeping in mind your household budget, which would you choose? (check ONE)

Now we will ask you to consider some other possible food shopping trips. Please consider each choice task separately from the others.

# Choice Scenario # 3 (Top Sirloin Beef Steak)

Suppose you are considering whether to buy 1.5 pounds of beef steak (top sirloin). At the store there are three brands of beef that look the same. The cut, color, size and fat content are very similar. However, one brand is marked "Conventional," one brand is marked "Free-range," and the third brand is marked "Humane". The prices are also different.

	А	В	С	None
Туре	Conventional	Free-range	Humane	
Package size	1.5 lbs	1.5 lbs	1.5 lbs	
Price	\$ 6.49/lb	\$ 6.74/lb	\$ 7.49/lb	
Total cost	\$ 9.73	\$ 10.11	\$ 11.23	\$ 0
I prefer:				

Keeping in mind your household budget, which would you choose? (check ONE )

# Choice Scenario # 4 (Ground Beef)

Suppose that you are considering whether to buy a 2.5-pound package of ground beef (15% fat). At the store, there are three brands of beef that look the same. However, one brand is marked "Conventional," one brand is marked "Free-range," and the third is marked "Humane". The prices are also different.

Keeping in mind your household budget, which would you choose? (check ONE)

	А	В	С	None
Туре	Conventional	Free-range	Humane	
Package size	2.5 lbs	2.5 lbs	2.5 lbs	
Price	\$ 2.29/lb	\$ 3.29/lb	\$ 4.04/lb	
Total cost	\$ 5.72	\$ 8.23	\$ 10.1	\$ 0
I prefer:				

The final two choice scenarios appear on the next page. They will describe six products, rather than three. Please continue to check JUST ONE box for each choice scenario.

## Choice Scenario # 5 (Chicken Breasts or Top Sirloin Beef Steak)

Suppose you are considering whether to buy a 1.5-pound package of meat. It can be *either* chicken or beef steak (top sirloin). You have a choice between three kinds of chicken that look the same, and three kinds of beef top sirloin steak that look the same. However, as before, the brands are marked differently.

	А	В	С	D	Е	F	None
Product	Chicken	Chicken	Chicken	Steak	Steak	Steak	
Туре	Conven.	Free-range	Humane.	Conven.	Free-range	Humane.	
Size	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	1.5 lbs	
Price	\$2.49/lb	\$2.54/lb	\$2.64/lb	\$7.99/lb	\$8.99/lb	\$9.09/lb	
Cost	\$ 3.74	\$ 3.81	\$ 3.96	\$ 11.98	\$ 13.48	\$ 13.64	\$ 0
I most prefer:							

Keeping in mind your usual household budget, which would you choose? (check <u>JUST ONE</u> of the seven boxes)

### Choice Scenario #6 (Chicken Breasts or Ground Beef)

Suppose you are considering whether to buy a 2-pound package of meat. It can be *either* chicken or ground beef (15% fat). Again, you are faced with a choice between three kinds of chicken that look the same, and three kinds of ground beef that look the same. However, as before, the brands are marked differently.

Keeping in mind your usual household budget, which would you choose? (check <u>JUST ONE</u> of the seven boxes)

	А	В	С	D	Е	F	None
Product	Chicken	Chicken	Chicken	Ground beef	Ground beef	Ground beef	
Туре	Conven.	Free-range	Humane.	Conven.	Free-range	Humane.	
Size	2 lbs	2 lbs	2 lbs	2 lbs	2 lbs	2 lbs	
Price	\$2.29/lb	\$2.79/lb	\$3.29/lb	\$3.09/lb	\$5.09/lb	\$7.09/lb	
Cost	\$ 4.58	\$ 5.58	\$ 6.58	\$ 6.18	\$ 10.18	\$ 14.18	\$ 0
I most prefer:							

### Section C. Questions related to your choices

C.1. How confident are you that you would always make the same six choices you indicated above, if you were actually shopping under those same conditions?

1	2	3	4	5	6	7
Not at all confident					Very	Confident

C.2. In choosing among different brands of chicken breasts, to what extent were you thinking about "bird flu" and how it might affect chicken products?



C.3. In choosing among different brands of chicken breasts, to what extent were you thinking about antibiotics, growth hormones, or genetic engineering and how these might affect chicken products?

1	2	3	4	5	6	7
Not at all						A lot

C.4. In choosing among different brands of beef, to what extent were you thinking about "mad cow disease" and how it might affect beef products?



C.5. In choosing among different brands of beef, to what extent were you thinking about antibiotics, growth hormones, or genetic engineering and how these might affect beef products?



### Section D. How can you be described?

D.1. What is your age? \_\_\_\_\_

D.2. What is your gender?

$\square$	Male
$\square$	Female

D.3. Including yourself, how many people are in your household?

D.4. Including yourself, how many members of your household consider themselves to be vegetarians or vegans (i.e. choose to eat no meat products)? \_\_\_\_\_

D.5. If you (or other household members) are vegetarian, please indicate why (mark all that apply):

Health	
Religion	
Environmental concerns	
Ethical reasons (animal rights)	
Do not like meat	
Other (please describe)	

D.6. Does your household regularly purchase these products? (mark all that apply)

Chicken
Beef
Pork
Fish
Lamb
Other meat-based proteins
Tofu or other non-meat proteins

D.7. Are you the primary grocery shopper (or one of the primary shoppers) for your household?

Yes
No

D.8. For how many people, including you, does the shopper normally buy food?

\_\_\_\_\_ people

Does not apply (I live in a dormitory or similar institutional setting)

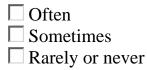
D.9. When they are available where you happen to be shopping, do you buy "free-range" brands of the following? (check one in each row)

	Always	Sometimes	Never
Chicken			
Beef			
Pork			
Lamb			
Eggs			
Other proteins			

D.10. Where do you usually buy meat?

Grocery store (major national chain, such as Safeway, Albertson's, etc.)
Discount food store (such as Costco, etc.)
Grocery with some natural foods (such as Market of Choice, etc.)
Butcher shop
Farm or farmer's market
Other (please describe) \_\_\_\_\_\_
Do not usually buy any meat

D.11. How often do you use coupons when you shop for groceries?



D.12. In terms of politics, how do you consider yourself?



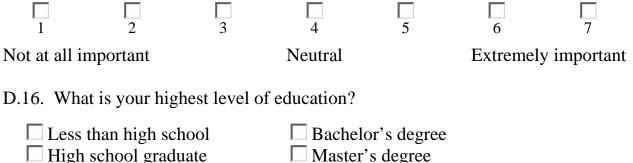
D.13. Have you ever lived on a farm that raised livestock or poultry for food?

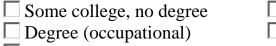


D.14. Do you belong to any animal rights organizations?

☐ Yes ☐ No

D.15. Think about the way the information in this survey was presented. How important do you think it is *to this research team* for people to buy humanely raised meat products?





 $\square$  Associate degree (academic)

Bachelor's degree
 Master's degree
 Professional degree
 Doctorate degree

D.17. Consumer choices often depend upon income levels. In our research, we need to group your answers with those of other people who have similar household incomes. What is your approximate annual household income—from work, investments, pensions, social security, public assistance and all other sources? (Remember, no one will be able to link the information on this survey to your identity.)

Less than \$5,000 5,000 - 9,999 10,000 - 14,999 15,000 - 14,999 15,000 - 24,999 22,000 - 24,999 25,000 - 29,999 30,000 - 39,999 40,000 - 49,999 50,000 - 59,999 50,000 - 59,999 100,000 - 99,999 150,000 - 149,999 150,000 - 199,999200,000 or more D.18. We need to know how well the different people who have taken this survey represent the actual population of Lane County. Please tell us how you would identify yourself using the standard U.S. Census categories for:

a. Race

- American Indian or Alaska Native
- 🗌 Asian
- Black or African American
- □ Native Hawaiian or Other Pacific Islander
- **White**
- b. Ethnicity
  - Hispanic or Latino
  - □ Not Hispanic or Latino
- D.19. Comments or feedback?

Thank you for participating in this survey.

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[For data entry only: Meat prices = version 351]