

Consumer Behavior in Managing Food Safety Risks

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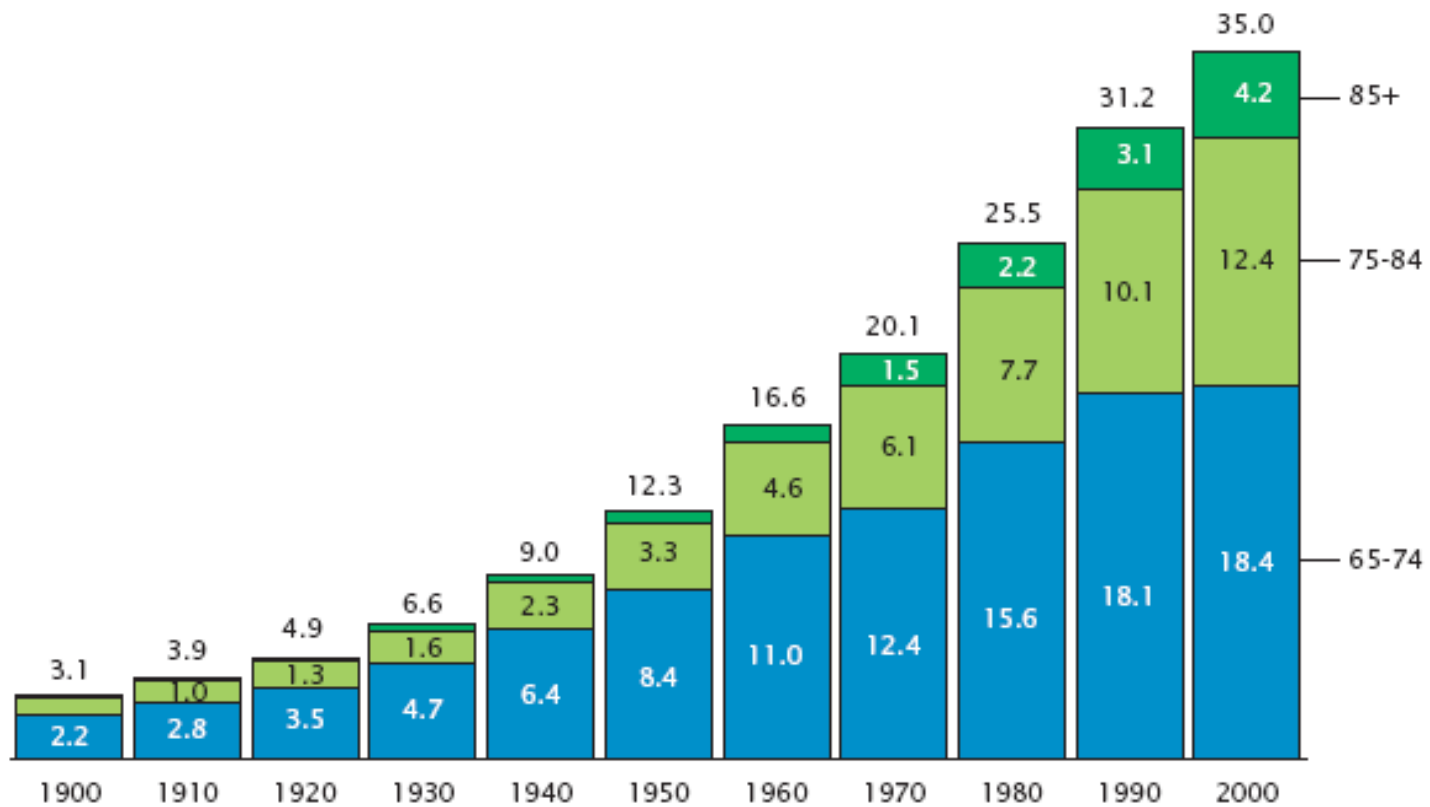
University of California, Davis

Factors That Impact Food Safety

- **Changing Population**
- **Changing Dietary Preferences**
- **Popularity of Minimal Processed / Raw**
- **Food Safety Knowledge / Behavior**

Population Age 65 and Over: 1900 to 2000

(Millions)



Source: U.S. Census Bureau, decennial census of population, 1900 to 2000.



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<http://www.organicpastures.com/>

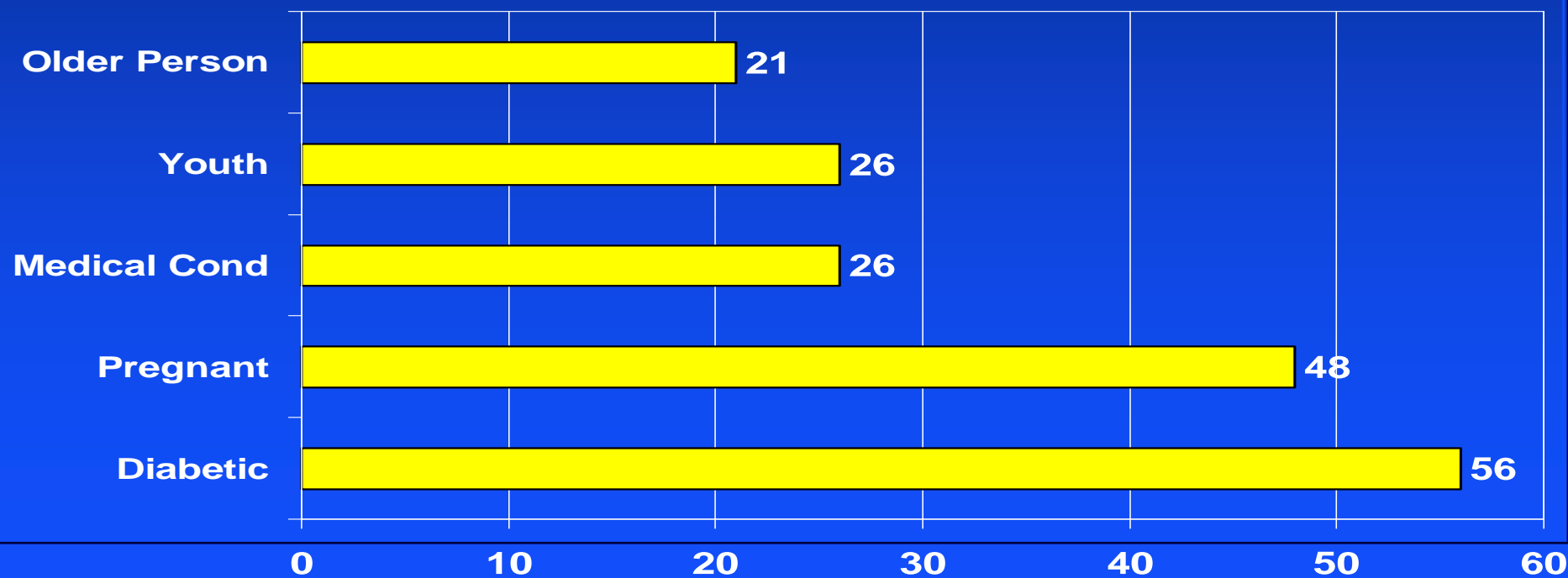
AGST-1687



Food Safety Knowledge/Behavior

Don't Know Who is at Highest Risk

Nationally –
Fewer than 6% can identify highest risk groups



Believe Unsafe food Looks Different

- **People rely on smell, appearance, package integrity, taste**
- **People confuse spoilage with safety hazards**
 - **95% of volunteers thought food hazards could be identified by taste or smell (2007)**

People Report Not Following Recommendations

- Forget to wash hands before cooking
 - 9% 1999 10% 2002
- Not wash plate between raw and cooked food
 - 18% 1999 18% 2002
- Change the kitchen cleaning cloth/sponge at least weekly
 - 29% 1999 29% 2002
- Use a meat thermometer to check doneness
 - 22% 1999 25% 2002

Cody & Hogue, 2003

42% report having a refrigerator thermometer

Not Aware of Proper Storage

- **Proper Storage**
 - 16% thought it was acceptable to store cooked meat at room temp
 - 50% cool food to room temp before refrigerating
- **Recommended refrigerator temperature**
 - Only 46% volunteers knew recommended temperature (2007)
 - Nationwide – 40-56% do not know recommended temperature

People Overstate Actual Practices

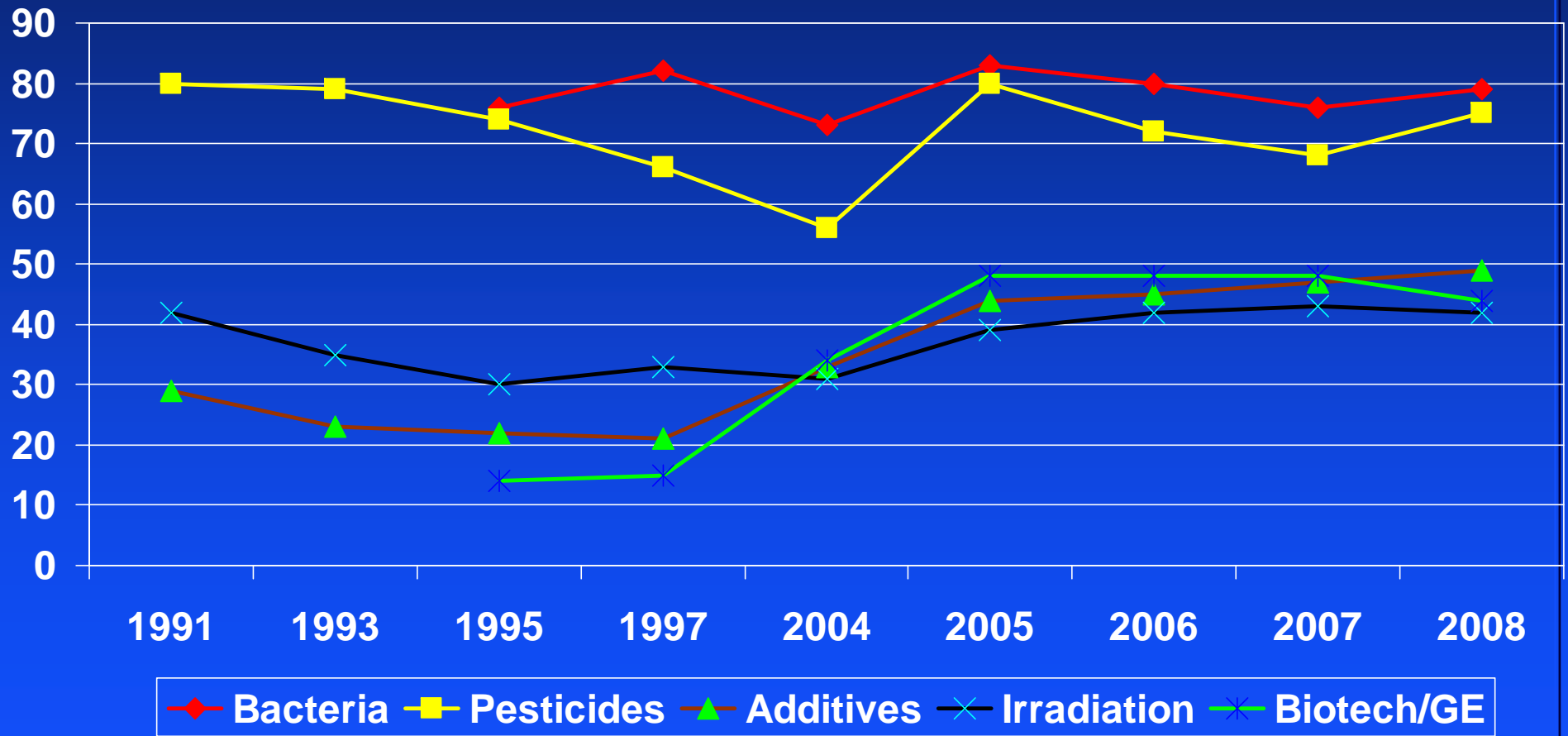
- 82-100% knew it was appropriate to wash hands after handling meat/poultry
- 75-100% failed to wash hands after handling raw chicken

Confused About Date Labeling

- Sometimes finding the date is a challenge
- Not clear about package dates
 - Manufacturer by
 - Sell by
 - Use by

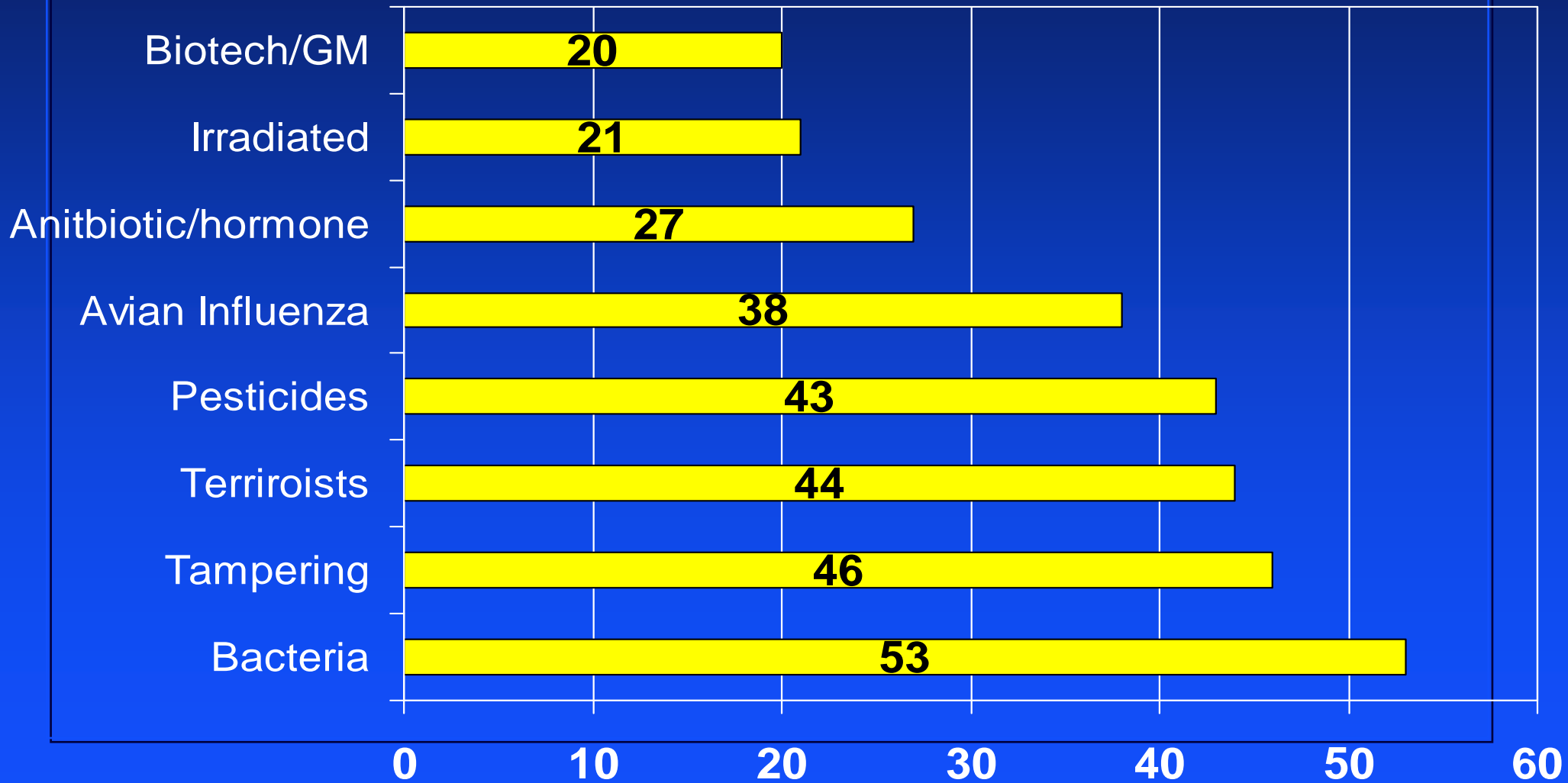


Consumers Concerned Specific Food Safety

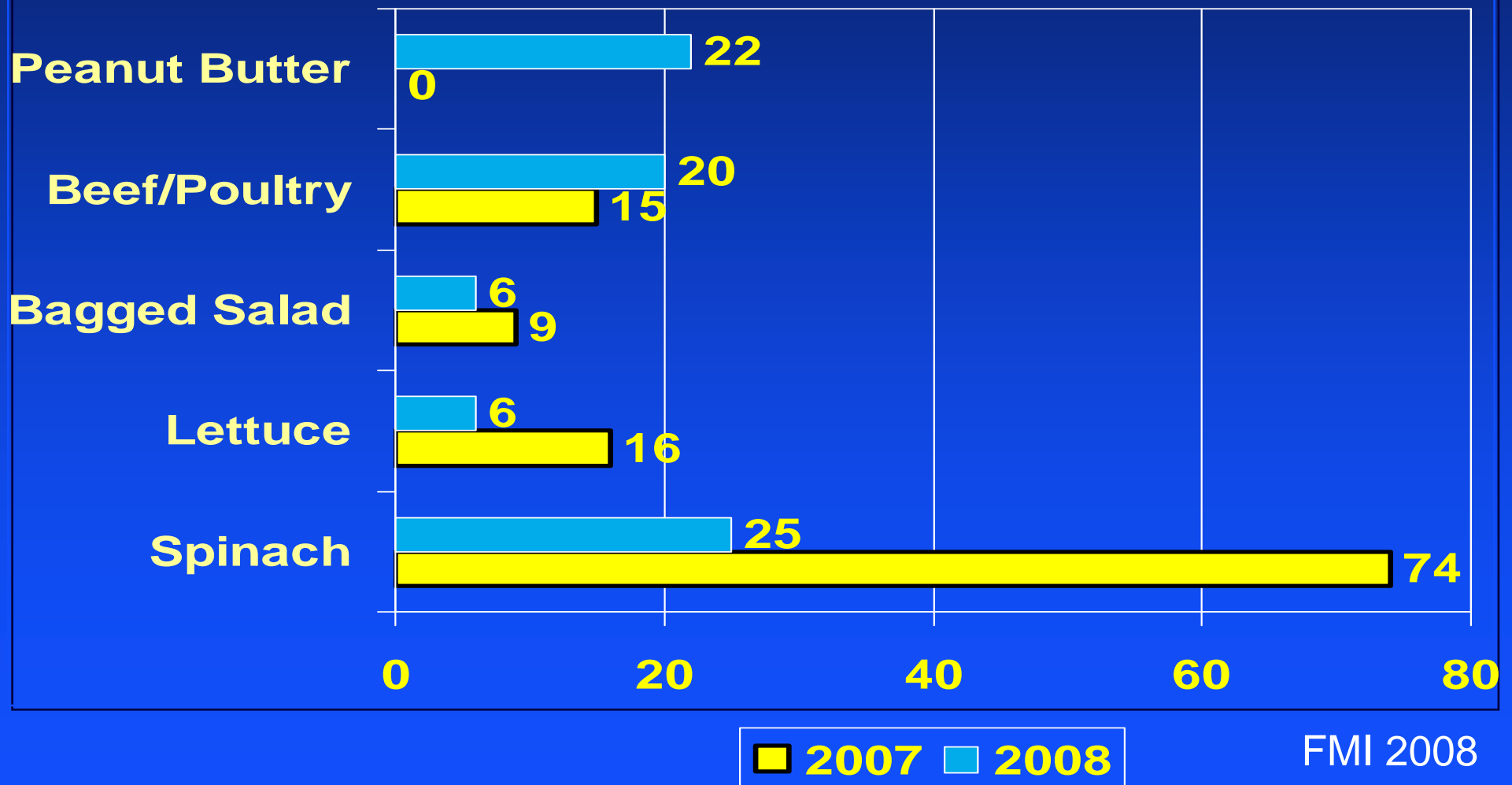


Food Marketing Institute, 1997, 2008

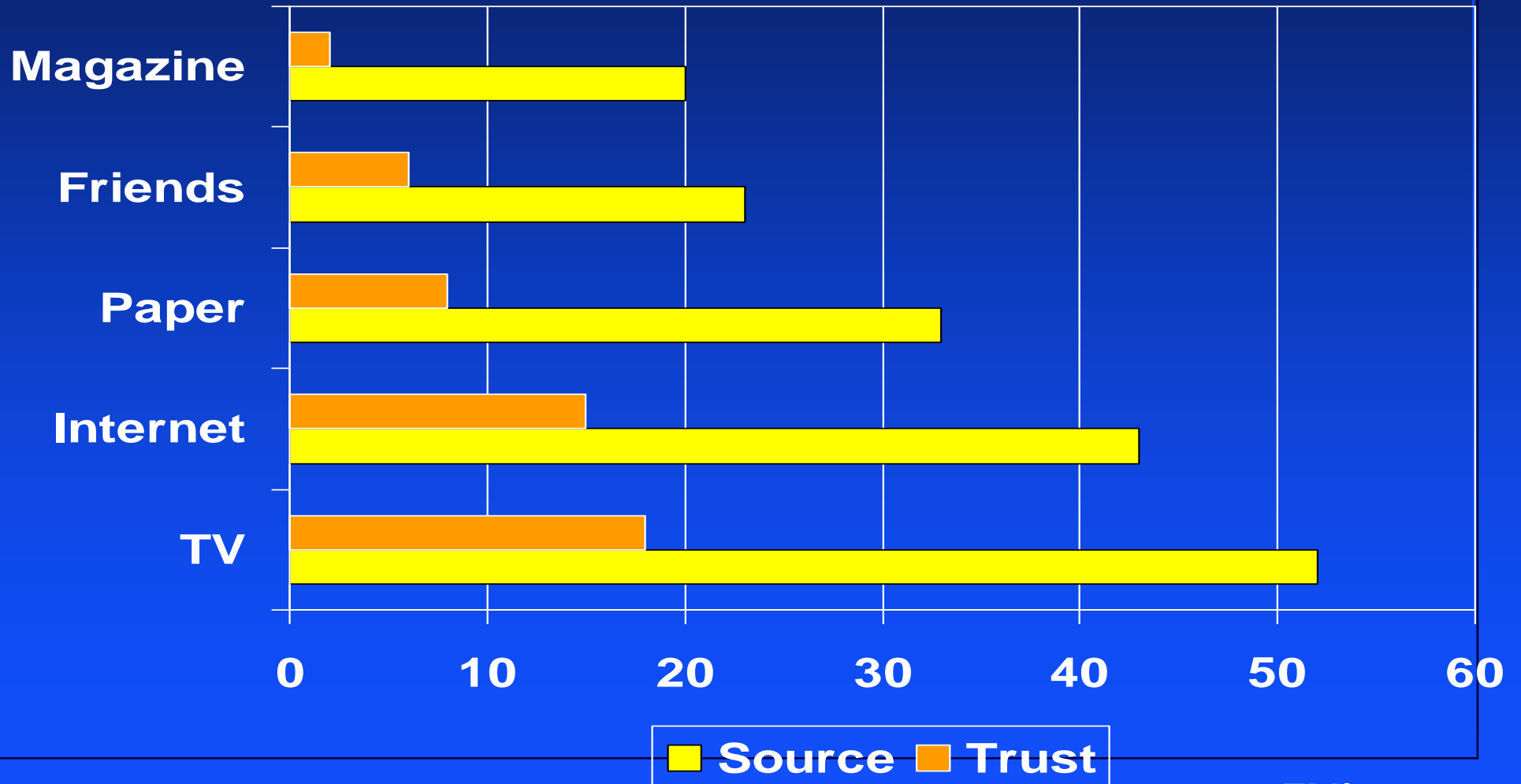
Consumer Perception - Health Risks (Serious Risk)



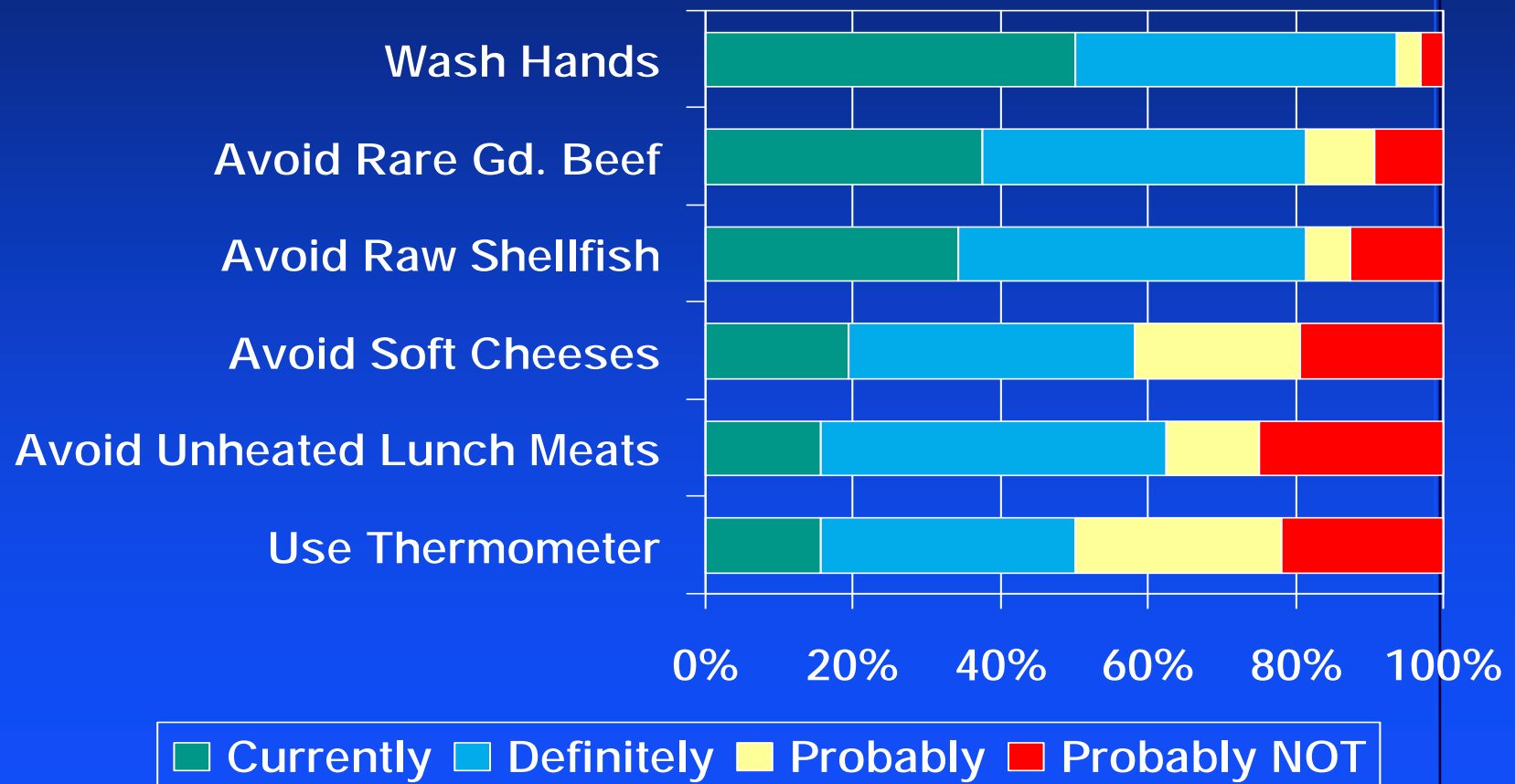
Foods Consumers Stopped Buying Because of Safety Concerns



Sources and Trust Food Safety Information



Practices Persons With HIV Will Follow



Barriers to Safe Handling

- **People don't follow recommendations**
 - **Optimistic biases – doesn't affect them**
 - **Too busy**
 - **Not convenience – thermometer**
 - **Not necessary**
 - **Taste preferences**

Consumer Action To A Recall

- **81%** Check food in my home
- **25%** Check if supermarket stocked the item
- **25%** Rely on supermarket to ensure food is safe
- **39%** Very likely to sign up for an email alert about food recalls?

Summary

- Foodborne diseases are likely to increase
- Consumers respond to outbreaks, recalls
- The greatest number of people express concern about hazardous bacteria
- Many don't follow all the food safety recommendations
- ***Education alone is not sufficient***