

What We Say About What You Eat

Kent Jarrell, Executive Director at APCO Worldwide

National Food
Policy Conference
April 16, 2013
Washington, DC

APCO
worldwide®



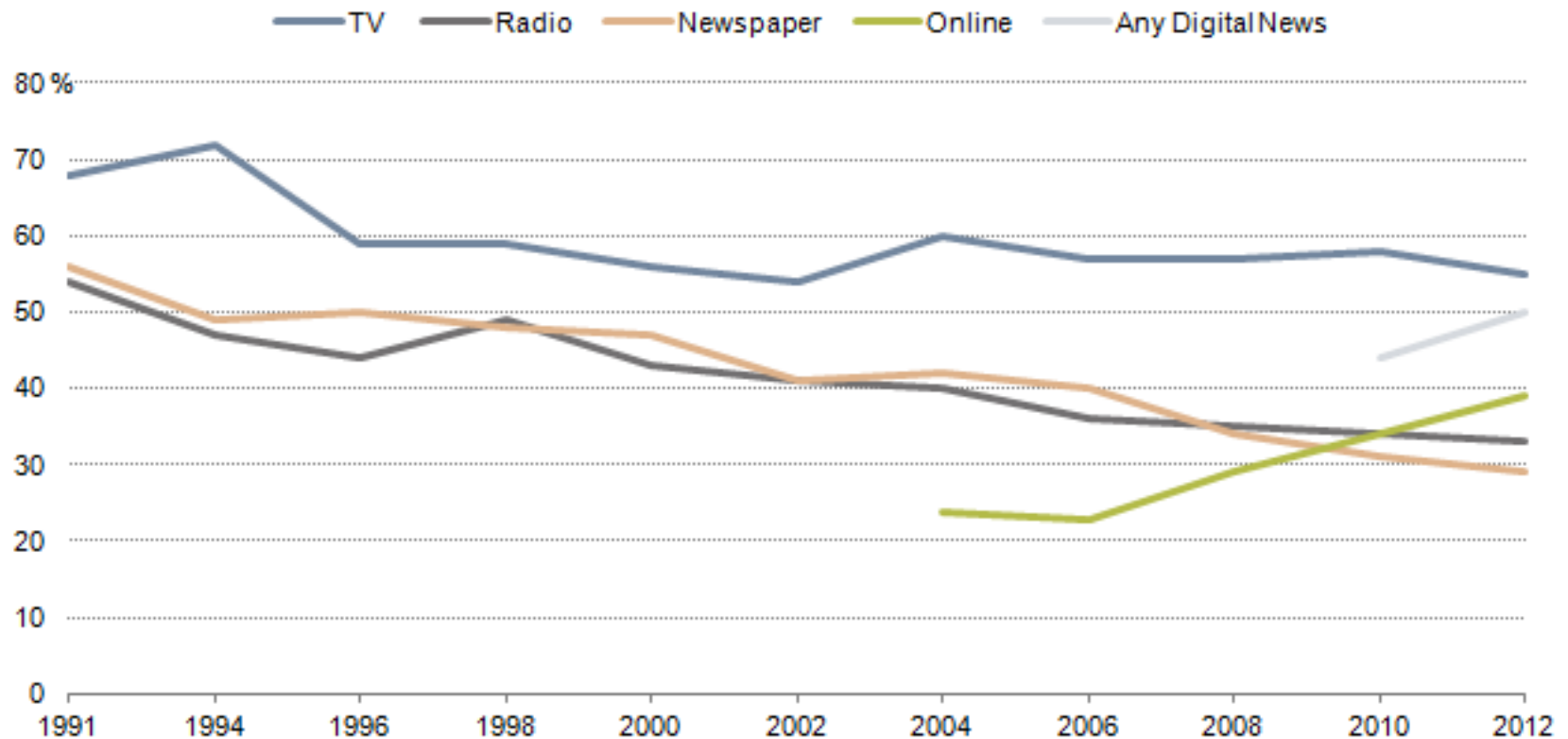
What We Say About What You Eat

“Nobody’s trustworthy. We should work harder to be trustworthy, and we should stop expecting (or seeking) to be trusted” Peter M. Sandman
(Creator of the “Risk = Hazard + Outrage” formula for risk communication)

Increasingly, We Live in a “Google Alert” World

Digital Grows Again as a Source for News

Percentage of Respondents Who Got News “Yesterday” From Each Platform



Source: Pew Research Center

PEW RESEARCH CENTER

2013 STATE OF THE NEWS MEDIA

Confidence in Food Safety

- When first asked directly how safe to eat the food they buy in grocery stores is, participants in every session nervously reply “not very”
- However, discussion reveals that **food safety is *not* top-of-mind** – people just don’t worry about it
- By the end of discussion, nearly all agree that the U.S. food supply is “pretty safe”
- Informed consumers put a great deal of confidence in their grocery stores
- They assume the stores will not sell any bad food
- Participants talk about shopping particular stores for different fresh foods while avoiding others
- They also evaluate general cleanliness of stores to reassure them of the safety of the food being sold
- There was little discussion of food safety regulation or government’s role in maintaining a safe food supply

“I’m a little paranoid in the sense that I just feel like I don’t think the quality of food that we buy is very good in general.” [Dallas female]

“The amount of food that comes through and the amount of food that everybody buys – there’s a lot coming through that system. There’s a lot of stuff to check so obviously something’s going to slip by. It always does in every situation, something slips. With the amount of food that comes through, I think they do a pretty decent job.” [San Diego male]

“I think it depends on knowing where you’re shopping, how reliable and consistent it is, and how you can cook. You have to take responsibility for it as well.” [Boston male]

I feel 100 percent confident. I shop at Kroger’s and I’ve only had one bad experience. Other than that, the meat is all fresh, the produce is fresh, the deli is fresh. I look at the labels and expiration dates on cans. I’m 100 percent satisfied.” [Dallas male]

Reaction to Food Recalls

- Informed consumers nearly universally take three steps once they become aware of a food recall:
 - Check to see if they have the product
 - Throw out the product (even if it's not the exact brand or lot)
 - Stop eating the product for "at least a month"

"First thing I do is check the fridge and throw out anything that I have." [Boston male]

"With the lettuce I wouldn't order a salad at dinner when we went out to eat." [Boston female]

"I read the newspaper and blogs to see what people are saying about it. I read a few 'mommy blogs' and they usually cover this information." [Dallas female]

"I go to the FDA Web site. They list all of the recalls there (food and non-food)." [Dallas female]

"I expect the grocery store to take it off the shelves. If it's on the shelves, it's OK to eat." [Dallas female]

"I have confidence in the store that I buy from that they will follow the recall. It's their responsibility." [San Diego female]

Reaction to Food Recalls

- Participants in several sessions go a step further
 - Go online and look at news sites
 - Visit government Web sites (FDA, CDC, USDA)
 - Some go to corporate Web sites
- It is important to note that informed consumers place a great deal of trust in grocery stores to remove the recalled product.
 - They believe if the recalled product is on the shelf for sale then it's OK to eat
 - Buy a different brand if available

"First thing I do is check the fridge and throw out anything that I have." [Boston male]

"With the lettuce I wouldn't order a salad at dinner when we went out to eat." [Boston female]

"I read the newspaper and blogs to see what people are saying about it. I read a few 'mommy blogs' and they usually cover this information." [Dallas female]

"I go to the FDA Web site. They list all of the recalls there (food and non-food)." [Dallas female]

"I expect the grocery store to take it off the shelves. If it's on the shelves, it's OK to eat." [Dallas female]

"I have confidence in the store that I buy from that they will follow the recall. It's their responsibility." [San Diego female]

Role of the USDA

- There is little knowledge of who is in charge of inspecting and overseeing the production of fresh foods.
- Most informed consumers believe the FDA regulates fresh foods.
- There is very little unaided knowledge of the USDA's role.
- When asked about the USDA, the "agriculture" aspect clicks in and participants recognize that, of course, they would be involved.
- Despite the lack of knowledge, participants have a generally positive opinion of the job the USDA is doing.
- They are most familiar with the beef grading system.
- Participants do, however, feel that the agency is likely underfunded and understaffed.
- They have no sense that inspectors are constantly in every meat processing facility.

"The government is supposed to be protecting us but I don't trust the government is protecting us right now. Financially, I don't think they have the money or the man power to watch over the food that we eat closely enough." [Boston male]

"They have guidelines but I don't think you'll see an inspector there all the time inspecting the products." [Dallas male]

"The USDA just does cursory inspections. Everything that you've read lately that they are understaffed, undertrained and don't visit most of the sites that they're assigned to. I just get the feeling that it's sort of like what the FCC is doing." [Boston female]

"The problem is that it's like social services – they're all understaffed. It's too scary to think about what gets by." [San Diego female]

Understanding Digital Issues Management

There are a number of audiences in digital communities that impact your reputation, product sales and other elements of your business

Most Aligned



Least Aligned

- Employees
- Supply Chain and Customers
- Business/Financial
- Food Bloggers
- Regulators and Policy Makers
- Dieticians, Physicians and Scientists
- Consumer Protection Groups and Critics



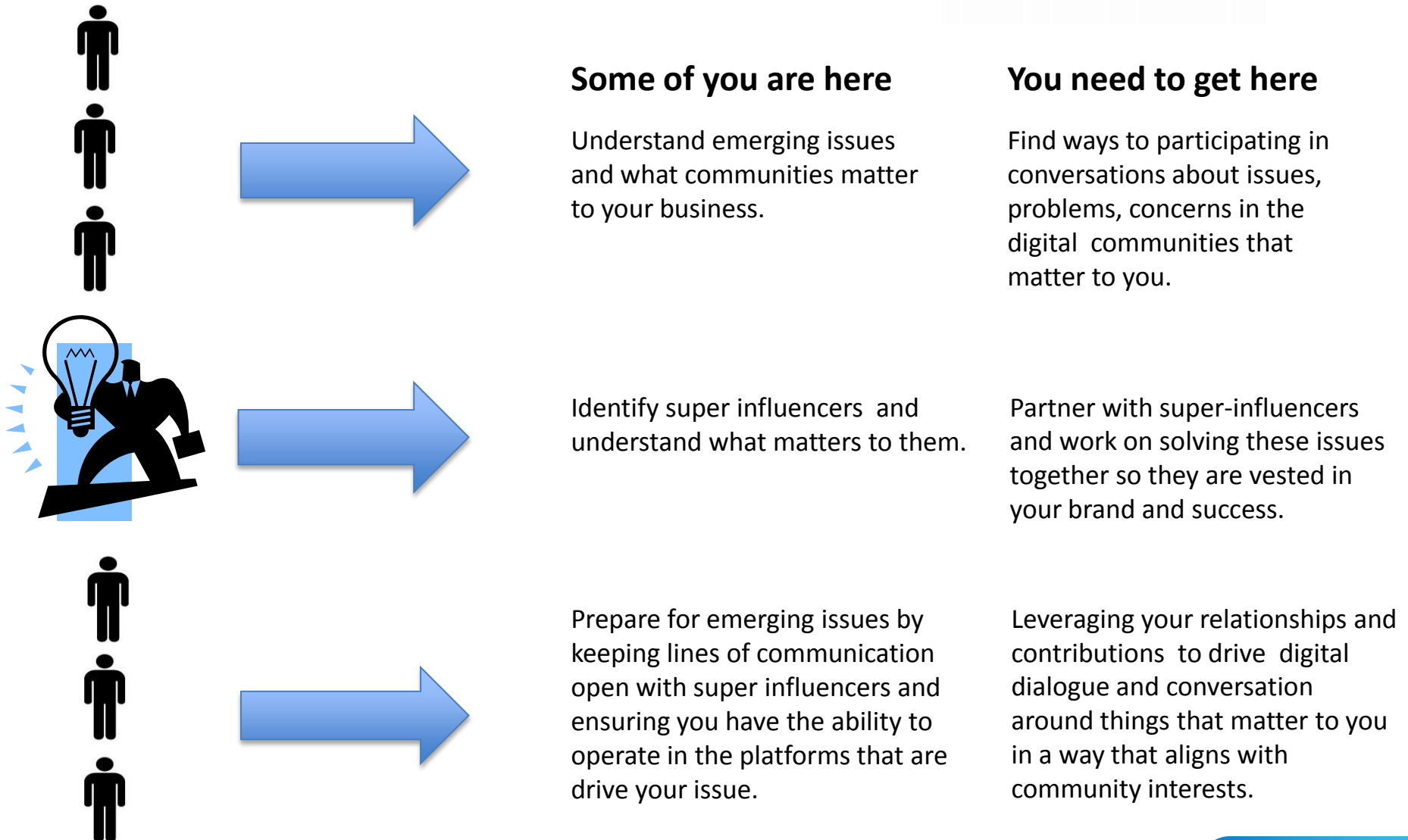
Start and grow your food blog.

Within these communities are people that have more influence than others due to:

- Expertise
- Digital Footprint
- Relationships

Some of these cross over multiple communities and audiences. They are **“super influencers”** who amplify what they think is important and drive conversations about you across communities.

Managing Issues in the Digital Space



....>Focus&Filter

PRO MODEL

MEDIA &
SOCIAL MEDIA

FINANCIAL
COMMUNITY

GOVERNMENT
& REGULATORS

PUBLIC
INTEREST
ADVOCATES

EMPLOYEES,
UNIONS &
ASSOCIATIONS

LEGAL
ENVIRONMENT

BUSINESS
OPERATIONS
INFLUENCERS

ISSUE

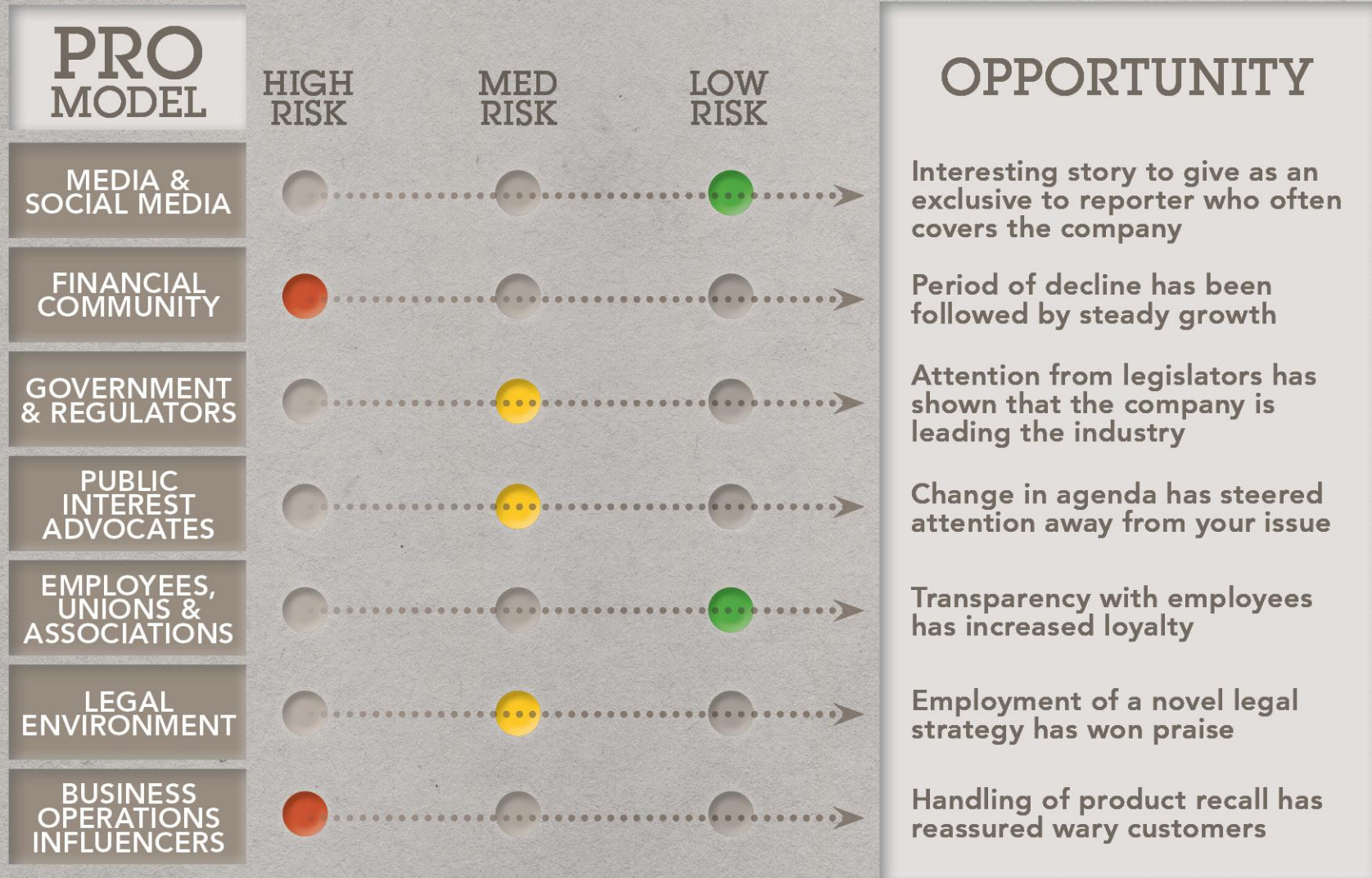
APCO PRO MODEL PREDICTIVE RISK & OPPORTUNITY

Focusing mechanism to determine where resources should be concentrated

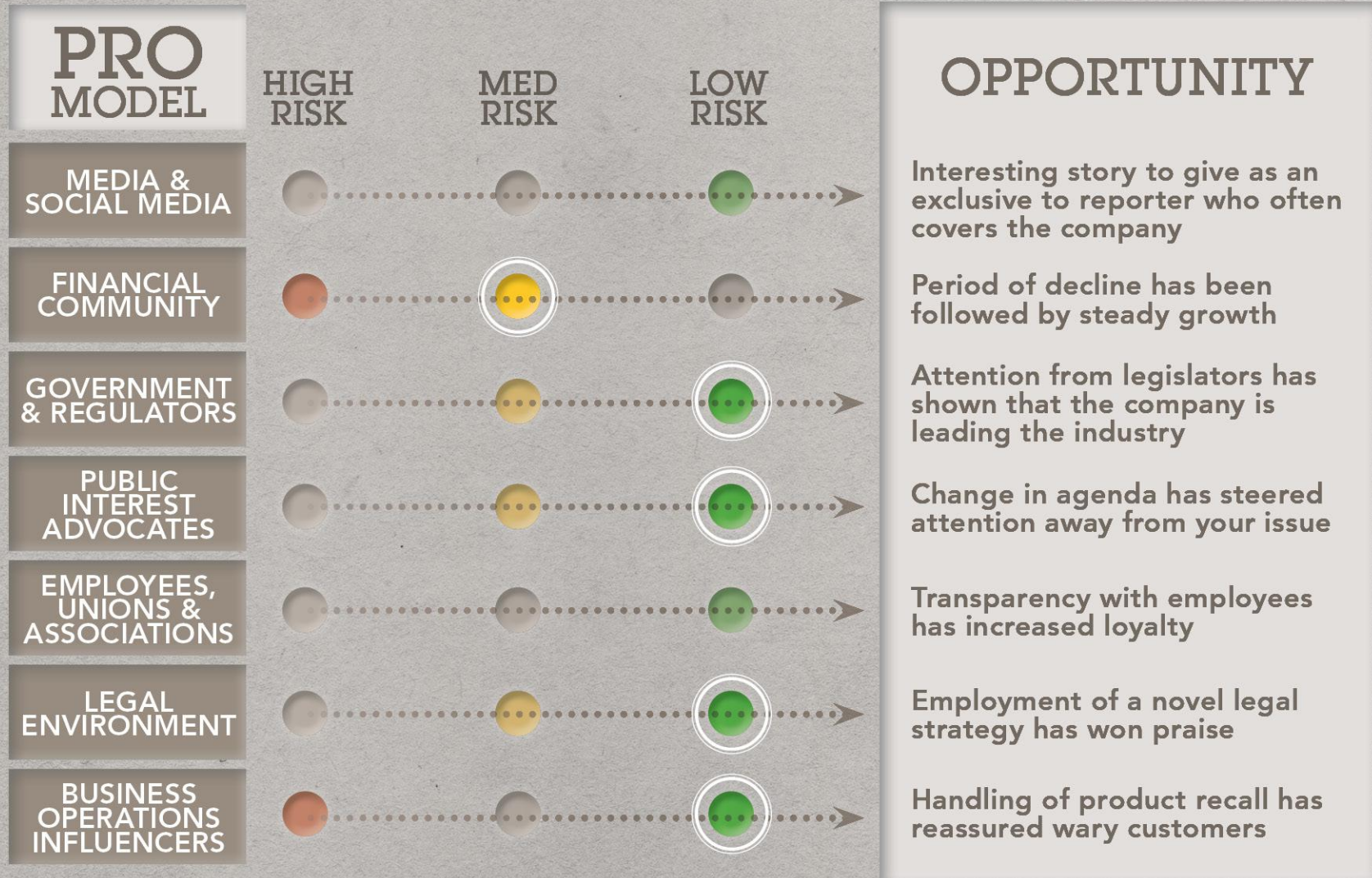
Uses a standard scale, that is customizable and flexible for situation, to compare risk level among stakeholder groups and environmental factors

Quick completion that may lead to more in-depth research

Dynamic Trade-off Analysis



Dynamic Trade-off Analysis





What We Say About What You Eat

- Recall Communication Principles:
 - Be available 24/7
 - React on the social media platforms where customers and stakeholders live and you already have a presence.
 - Answer everyone who comes in via Social Media as honestly as possible and if you don't know say "We don't know, but we'll try to find out."
 - Quickly correct rumors or inaccuracies



What We Say About What You Eat

- Immediate website information on recall with tool to allow consumers to find out what products and lot numbers were recalled
- Develop set of responses to common questions that are vetted by company legal and CDC
- This too shall pass: After recall and effects over, monitor carefully and appropriately resume normal operations



© 2013 APCO Worldwide Inc. All rights reserved.

This presentation is provided to you for your internal evaluation purposes only. You may not reproduce or share the content hereof with any third parties outside your organization, including, without limitation, competing bidders. Upon completion of the evaluation process, you must return or destroy all copies of these materials unless you obtain written permission from APCO Worldwide to retain them.