



Ipsos Reid

**FOOD SAFETY:
CANADIANS' AWARENESS, ATTITUDES AND
BEHAVIOURS (2012-13)**

FINAL REPORT

Contract # 39903-130500/001/CY

Contract issue date: 2013-01-17

POR 034-12

Prepared for: Canadian Food Inspection Agency (CFIA)
por.rop@inspection.gc.ca

Date: March 2013

Ce rapport est disponible en français

Table of Contents

EXECUTIVE SUMMARY	3
Research Summary and Objectives.....	3
Methodology.....	4
Qualitative Methodology.....	4
Quantitative Methodology	5
Key Findings from the Qualitative Research.....	7
Key Findings from the Quantitative Research	8
RAPPORT SOMMAIRE	9
Contexte et objectifs de l'étude	9
Méthodologie.....	11
Méthodologie de l'étude qualitative	11
Méthodologie de l'étude quantitative.....	12
Faits saillants de l'étude qualitative.....	14
Faits saillants de l'étude quantitative	15
Detailed Findings - Qualitative.....	16
Awareness and Understanding of the Canadian Food Inspection Agency's Mandate.....	16
Reactions to Proposed Public Warning Templates.....	17
Template #1: Health Hazard Alert – Certain Kouts Brand Cherry Tomatoes May Contain Salmonella Bacteria	17
Template #2: Recall Warning – Certain Kouts brand Cherry Tomatoes may be contaminated with Salmonella.....	19
Template #3: Food Recall Alert – Certain Kouts brand Cherry Tomatoes Recalled	20
Reactions to Recall Alert Titles	22
Reactions to Consumer Centre Web Page Options	23
Reactions to Individual Web Page Elements	24
Detailed Findings - Quantitative	27
Awareness of Food Safety Issues.....	27
Awareness of the CFIA	29
Confidence in the Canadian Food Safety System	30
Reasons for Confidence in Canada's Food Safety System	32
Reasons for a Lack of Confidence in Canada's Food Safety System	33
Canadians More Concerned than Confident Following a Food Recall.....	34
Attitudes towards the Food Safety System	35
Confidence in other organizations responsible for food safety	38
Food Safety Issues and Healthcare	40
Appendix A - Questionnaire.....	41
Appendix B – Moderator's Guide	52
Appendix C – Materials.....	57

Political Neutrality Statement

I hereby certify as Senior Officer of Ipsos Reid that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



Mike Colledge

President

Ipsos Reid Public Affairs

EXECUTIVE SUMMARY

Research Summary and Objectives

Food safety is the Canadian Food Inspection Agency's (CFIA) top priority. The CFIA, along with many federal, provincial and municipal organizations, is working to improve the overall health of Canadians. The CFIA develops and delivers programs and services designed to protect Canadians from preventable food safety hazards, to ensure that food safety emergencies are effectively managed, and to ensure that the public is aware of—and contributes to—food safety. Canada has a sound and internationally respected food safety system and food recall process.

Following the *Listeria* crisis in 2008, and in response to findings from the Weatherill Report, the CFIA implemented a number of initiatives designed to enhance the communication of food safety issues to Canadians, such as the launch of the revised Consumer Centre website in collaboration with Health Canada and the Public Health Agency of Canada, the Healthy Canadians website and the Food Safety Portal. Now on the heels of the 2012 *E.coli* beef recall, the CFIA is looking at continuing to improve Canada's food safety system and how the Agency communicates with consumers. To measure the effectiveness of these and newly established/enhanced initiatives, the CFIA regularly tracks Canadians' views on food safety through public opinion research.

In 2011-2012, the CFIA conducted food safety research exploring Canadians' views regarding the food safety system, as well as perceptions of the government's management of food safety and the communication of food safety issues to Canadians. Research is needed to continue to track Canadians' views on these issues and will specifically explore Canadian's understanding of the food safety system, its recall and inspection process. It is also important to measure the impact, if any, on Canadians' confidence in food safety in Canada after the national recall on *E. coli* in beef.

The research was therefore conducted with the following objectives in mind:

- Measure Canadians' confidence in Canada's food safety system;
- Measure Canadians' awareness and understanding of food recalls and how they relate to their confidence in Canada's food safety system;
- Probe Canadians' views on the Government's food safety communications and provision of food safety information, including recall alerts;
- Probe Canadians' understanding of food inspections and the role of federal food inspectors; and,
- Compare and contrast findings with previous research findings.

This report details the results of this research, conducted in two phases, qualitative and quantitative, in February 2013. The total contract value of this research was \$111,296.36 excluding HST.

Methodology

Qualitative Methodology

A series of 10 focus groups were conducted in five cities nationwide with Canadian consumers who self identified as primarily responsible for food shopping or food preparation within their respective households. Three of the aforementioned groups were conducted with parents of children less than 18 years of age still residing at home. The focus groups took place between February 12th and February 25th, 2013.

The table below outlines the cities of residence, cultural community, language of moderation, and dates of the groups held in each community.

City of Residence	Audience	Language of Moderation	Date
Calgary	2 groups among General Public	English	Feb 12 th
Toronto	2 groups among General Public	English	Feb 19 th
Halifax	1 group among General Public and 1 group among Parents	English	Feb 20 th
Quebec City	1 group among General Public and 1 group among Parents	French	Feb 21 st
Vancouver	1 group among General Public and 1 group among Parents	English	Feb 25 th

In addition to the aforementioned criteria, participants were selected to reflect a range of income levels and academic attainment. Any individuals who work in media, advertising, marketing or with the government or anyone who had participated in a focus group within the past year were not recruited to participate.

Each focus group lasted approximately two hours. Participants were provided an incentive of \$75 for their participation in the discussion.

Please note that this phase of the research is qualitative in nature and, therefore, the findings cannot be extrapolated to the Canadian population; they should be viewed as directional.

Quantitative Methodology

This methodological summary provides the information required within Section 15 of the Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys.

Ipsos-Reid conducted a 10-minute survey among a nationwide sample of n=1,000 Canadian adults between February 11 and February 21, 2013. The sample was designed as a probability sample conducted among n=800 respondents contacted via random digit dialing as the method of household selection and the birthday method of respondent selection within the household (identifying and interviewing the member of the household who had their birthday last). An additional n=200 interviews were conducted among individuals contacted on cell phones.

The table below indicates the unweighted geographical distribution of the sample, with the associated margins of error (calculated at a 95% confidence interval).

	Sample Size	Margin of Error
Canada	1,000	±3.1
British Columbia	125	±8.8
Alberta	125	±8.8
Sask./Man.	125	±8.8
ON	300	±5.7
QC	200	±6.9
Atlantic Canada	125	±8.8

Weighting was applied to the sample to ensure that the final data reflects the adult population of Canada by region, age and gender according to the 2011 Census.

The following table provides the call dispositions and response rate calculation, as per the MRIA's empirical method of calculating response rates for telephone surveys. While the overall response rate was 10%, it was higher among the landline component of the research (12% among n=800 completed surveys) than among the cell phone component (8% among n=200 completed surveys).

Empirical Calculation for Data Collection	
Total Numbers Attempted	23,115
Invalid (NIS, fax/modem, business/non-res.)	12,545
Unresolved (U) (Busy, no answer, answering machine)	4,831
In-scope - non-responding (IS)	4,643
Language problem	145
Illness, incapable, deaf	34
Household refusal	3,474
Respondent refusal	184
Qualified respondent break-off	806
In-scope - Responding units (R)	1,096
Over quota	50
No one 18+	46
Completed interviews	1,000
Response Rate = R/(U+IS+R)	10%

Key Findings from the Qualitative Research

- Awareness of the CFIA and of its mandate can best be described as limited. Participants were generally hard pressed to offer specifics as to the role it plays when it comes to ensuring the safety of Canada's food supply. Those who did acknowledge having heard of the CFIA most often referenced recent media reports related to food recalls.
- Of the three warning templates tested, '**Recall Warning**' was generally preferred by focus group participants. Favourable reactions focused on the title (which was seen as clear and to the point), the use of a table to display details related to the recalled products, and the use of more personalized headings such as '**what you should do/what you should know**', which were considered more colloquial.
- When communicating what steps will be taken by the CFIA to address a specific recall, there is a clear preference for action-oriented words, such as '**checking**', which conveyed a more proactive approach on behalf of the CFIA, rather than what were deemed to be more passive words like '**verifying**' and '**monitoring**'. The use of the latter led some to question the seriousness with which CFIA would be dealing with the situation.
- Of the three Consumer Centre web pages tested, participants preferred the approach presented in the option titled '**Consumer Centre**', which was seen as striking a good balance between text and the use of hyperlinks.
- Although participants preferred the overall approach as presented in the 'Consumer Centre' option, of the three titles tested, participants tended to prefer **Information for Consumer/Renseignements pour les consommateurs**. According to most, this option clearly reflected the nature of the information being presented and the audience it was intended for.

Key Findings from the Quantitative Research

- Overall, Canadians are moderately to extremely confident in Canada's food safety system (90%). Almost nine in ten have heard of the CFIA (88%).
- Three in ten Canadians are concerned about Food Safety in Canada (30%) compared to two in five who are concerned about health care in Canada (43%). Women (35%) are more concerned than men (24%) about food safety.
- Three in four Canadians (75%) have heard about food safety or recalls in Canada in the past six months. Those who had heard of CFIA (78%) were much more likely to have heard about food safety or recalls in the past six months than those who were unaware of CFIA (48%).
- Canadians are split as to whether recalls make them feel more confident that the system is working (41%) compared to concerned that products can get through the regulatory system (55%).
- While less than two in five Canadians (18%) are familiar with the food inspection system in Canada, one in three (32%) are confident and trust it.
- One in three Canadians (35%) agree that food recalls are addressed in a timely manner.
- One in five Canadians (20%) believe that we are at a higher risk of consuming contaminated foods today compared to two years ago.
- Canadians place the most confidence in Canadian organizations (average of 65%) to contain the spread of food products that may be contaminated then the parts of the system originating outside of Canada (average of 19%).

RAPPORT SOMMAIRE

Contexte et objectifs de l'étude

La salubrité des aliments est la priorité absolue de l'Agence canadienne d'inspection des aliments (ACIA). L'ACIA collabore avec bon nombre d'organisations fédérales, provinciales et municipales en vue d'améliorer la santé générale des Canadiens. L'ACIA élabore et administre des programmes et des services destinés à protéger les Canadiens des dangers évitables en matière de salubrité des aliments et s'assure que les situations d'urgence relatives à la salubrité des aliments sont bien gérées et que la population est non seulement informée au sujet de la salubrité des aliments, mais qu'elle y contribue. Le Canada possède un système de salubrité et un processus de rappel des aliments des plus rigoureux qui sont respectés à l'échelle internationale.

À la suite de la crise provoquée par la bactérie *Listeria* en 2008 et en réponse aux conclusions du rapport Weatherill, l'ACIA a mis en place un certain nombre d'initiatives conçues pour améliorer la communication avec les Canadiens sur les enjeux en matière de salubrité alimentaire, par exemple le lancement du nouveau site Web Centre des consommateurs en collaboration avec Santé Canada et l'Agence de santé publique du Canada, le site Web Canadiens en santé et le portail sur la salubrité des aliments. Par ailleurs, dans la foulée du rappel de bœuf contaminé par *E. coli* en 2012, l'ACIA a l'intention de continuer à améliorer le système de salubrité des aliments au Canada et sa façon de communiquer avec les consommateurs. Pour mesurer l'efficacité de ces initiatives nouvellement mises en place/améliorées, l'ACIA recueille régulièrement les points de vue des Canadiens sur la salubrité alimentaire au moyen de sondages d'opinion publique.

En 2011-2012, l'ACIA a mené une étude afin de connaître les points de vue des Canadiens sur le système de salubrité des aliments ainsi que leurs perceptions en ce qui concerne la gestion par le gouvernement de la salubrité des aliments et la communication avec les Canadiens en cette matière. Une étude était nécessaire pour continuer de suivre les points de vue des Canadiens sur ces enjeux, et elle visait en particulier à connaître la compréhension qu'ont les Canadiens du système de salubrité des aliments et des processus de rappel et d'inspection. Il était également important d'évaluer l'incidence, s'il y a lieu, du rappel national du bœuf contaminé par *E. coli* sur la confiance des Canadiens dans la salubrité des aliments au Canada.

Les objectifs de l'étude étaient donc les suivants :

- Mesurer la confiance des Canadiens dans le système de salubrité des aliments au Canada;
- Mesurer la connaissance et la compréhension des Canadiens en ce qui concerne les rappels d'aliments et l'incidence qu'ils ont sur leur confiance dans le système de salubrité des aliments au Canada;
- Connaître les points de vue des Canadiens sur les communications concernant la salubrité des aliments et la diffusion par le gouvernement d'information en cette matière, y compris les avis de rappel;
- Connaître la compréhension qu'ont les Canadiens des inspections d'aliments et du rôle des inspecteurs des aliments fédéraux; et
- Comparer les résultats avec ceux des études précédentes.

Le present rapport expose en detail les resultats de cette etude menee en deux volets, soit un volet qualitatif et un quantitatif, en février 2013. La valeur totale du contrat pour cette etude a ete de 111 296 \$, avant la TVH.

Méthodologie

Méthodologie de l'étude qualitative

Une série de 10 groupes de discussion regroupant des consommateurs canadiens, qui se décrivaient comme étant principalement responsables de l'achat ou de la préparation des aliments dans leur foyer, ont été organisés dans cinq villes du pays. Dans le cas de trois de ces rencontres, les participants étaient des parents ayant des enfants de moins de 18 ans habitant à la maison. Les groupes de discussion ont eu lieu entre le 12 et le 25 février 2013.

Voici un tableau présentant les villes de résidence, les communautés culturelles, la langue ainsi que les dates des rencontres dans chaque ville.

Ville de résidence	Groupe	Langue	Date
Calgary	Deux groupes formés de membres de la population générale	Anglais	12 février
Toronto	Deux groupes formés de membres de la population générale	Anglais	19 février
Halifax	Un groupe formé de membres de la population générale Un groupe formé de parents	Anglais	20 février
Québec	Un groupe formé de membres de la population générale Un groupe formé de parents	Français	21 février
Vancouver	Un groupe formé de membres de la population générale Un groupe formé de parents	Anglais	25 février

Outre les critères mentionnés ci-dessus, la catégorie de revenu et le niveau de scolarité ont été utilisés pour sélectionner les participants afin d'obtenir une représentation variée. Les personnes travaillant dans les domaines des médias, de la publicité ou du marketing, ou encore pour le gouvernement, et celles ayant participé à un groupe de discussion au cours de la dernière année n'ont pas été recrutées pour prendre part aux rencontres.

Chaque rencontre durait environ deux heures, et on remettait aux participants une somme de 75 \$ en guise de remerciement pour leur participation.

Veillez noter qu'étant donné la nature qualitative de cette phase de l'étude, les résultats ne peuvent pas être extrapolés à la population canadienne. Ils doivent être étudiés à titre indicatif.

Méthodologie de l'étude quantitative

Le présent sommaire méthodologique donne les renseignements requis en vertu de l'article 15 des Normes pour la recherche sur l'opinion publique effectuée par le gouvernement du Canada – Sondages téléphoniques.

Entre le 11 et le 21 février 2013, Ipsos Reid a mené un sondage téléphonique pancanadien de dix minutes auprès d'un échantillonnage de $n = 1\ 000$ adultes canadiens. L'échantillonnage probabiliste utilisé était formé de $n = 800$ répondants recrutés au moyen d'un système de composition aléatoire et choisis selon la méthode du « dernier anniversaire » (le répondant est le dernier membre du foyer à avoir célébré son anniversaire). Une série de $n = 200$ entrevues supplémentaires ont été réalisées avec des personnes qui ont répondu par téléphone cellulaire.

Le tableau ci-dessous présente la répartition géographique non pondérée de l'échantillonnage et les marges d'erreur correspondantes (calculées à un intervalle de confiance de 95 %).

	Taille de l'échantillonnage	Marge d'erreur
Canada	1 000	± 3,1
Colombie-Britannique	125	± 8,8
Alberta	125	± 8,8
Sask./Man.	125	± 8,8
Ontario	300	± 5,7
Québec	200	± 6,9
Provinces de l'Atlantique	125	± 8,8

La pondération des données a été appliquée à l'échantillonnage pour faire en sorte que les résultats correspondent aux données de la population adulte canadienne pour ce qui est de la région, de l'âge et du sexe selon les données du recensement de 2011.

Le tableau ci-dessous montre la répartition des appels et le taux de réponse du sondage téléphonique calculé selon la méthode empirique de l'ARIM. Si le taux de réponse total a été de 10 %, il a été plus élevé dans le volet terrestre de l'étude (12 % parmi les n = 800 sondages complétés) que dans le volet cellulaire (8 % parmi les n = 200 sondages complétés).

Calcul empirique du taux de réponse dans la cueillette de données	
Total des numéros composés	23 115
Numéros invalides (non en service, téléc./modem, commerce/non rés.)	12 545
Sans résultat (SR) (ligne occupée, pas de réponse, répondeur)	4 831
À l'intérieur du champ — impossibilité de répondre au sondage (IS)	4 643
Problème de langue	145
Maladie, incapacité, surdité	34
Refus général	3 474
Refus du répondant	184
Répondant qualifié interrompt le sondage	806
À l'intérieur du champ — répondants qualifiables (R)	1 096
Quota en excédent	50
Aucune personne de 18 ans ou plus	46
Entrevues complétées	1 000
Taux de réponse = R/(SR+IS+R)	10 %

Faits saillants de l'étude qualitative

- La connaissance de l'ACIA et de son mandat peut être décrite au mieux comme étant limitée. En général, il faut insister fortement pour que les participants offrent des précisions quant au rôle que joue l'Agence pour ce qui est d'assurer la salubrité des aliments au Canada. Ceux qui déclarent avoir entendu parler de l'ACIA évoquent le plus souvent des nouvelles récentes dans les médias concernant des rappels d'aliments.
- Parmi les trois modèles d'avis testés, c'est « **Avis de rappel** » qui est en général préféré par les participants aux groupes de discussion. Le titre (perçu comme étant clair et direct) suscite des réactions favorables, de même que l'utilisation d'un tableau pour afficher les détails des produits rappelés et l'utilisation d'entêtes plus personnalisés comme « **ce que vous devez faire/ce que vous devez savoir** », que les répondants considèrent plus faciles à comprendre.
- Pour ce qui est de faire connaître les mesures qui seront prises par l'ACIA dans le cas d'un rappel en particulier, les participants indiquent préférer nettement des mots d'action comme « **contrôler** », qui évoquent une approche plus proactive de la part de l'ACIA, à des mots jugés plus passifs comme « **vérifier** » et « **surveiller** ». L'utilisation de ces derniers en incite quelques-uns à mettre en doute le sérieux avec lequel l'ACIA gérerait la situation.
- Des trois pages Web du Centre des consommateurs testées, c'est celle intitulée « **Centre des consommateurs** » que les participants préfèrent parce qu'elle présente selon eux un bon équilibre de texte et d'hyperliens.
- Si les participants préfèrent l'approche générale présentée dans l'option « Centre des consommateurs », parmi les trois titres testés, c'est **Information for Consumer/Renseignements pour les consommateurs** qu'ils ont tendance à préférer. Selon la plupart d'entre eux, c'est l'option qui énonce le plus clairement la nature de l'information présentée et le public visé.

Faits saillants de l'étude quantitative

- Dans l'ensemble, les Canadiens ont moyennement à extrêmement confiance dans le système canadien de salubrité des aliments (90 %). Près de neuf sur dix ont entendu parler de l'ACIA (88 %).
- Trois Canadiens sur dix sont préoccupés par la salubrité alimentaire au Canada (30 %), et deux sur cinq sont préoccupés par les soins de santé au Canada (43 %). Les femmes (35 %) sont plus préoccupées que les hommes (24 %) par la salubrité alimentaire.
- Trois Canadiens sur quatre (75 %) ont entendu quelque chose à propos de la salubrité des aliments ou de rappels au Canada au cours des six derniers mois. Ceux qui ont entendu parler de l'ACIA (78 %) ont beaucoup plus tendance que les autres (48 %) à avoir entendu quelque chose à propos de la salubrité des aliments ou de rappels au cours des six derniers mois.
- Les Canadiens sont partagés quant à savoir si les rappels les rendent plus confiants que le système fonctionne (41 %) ou préoccupés à l'idée que les produits peuvent passer à travers le système de réglementation (55 %).
- Moins de deux Canadiens sur cinq (18 %) connaissent assez bien le système d'inspection des aliments du Canada, mais un sur trois (32 %) lui fait vraiment confiance.
- Un Canadien sur trois (35 %) est d'accord pour dire qu'on s'occupe des rappels d'aliments à temps.
- Un Canadien sur cinq (20 %) estime que nous sommes plus à risque de consommer des aliments contaminés aujourd'hui que nous ne l'étions il y a deux ans.
- C'est dans les organisations canadiennes (moyenne de 65 %) que les Canadiens ont le plus confiance pour limiter la propagation de produits alimentaires qui peuvent être contaminés, comparativement à des éléments de l'extérieur du système et du pays (moyenne de 19 %).

DETAILED FINDINGS - QUALITATIVE

Awareness and Understanding of the Canadian Food Inspection Agency's Mandate

Focus group participants' awareness of the CFIA and of its mandate can best be described as limited. Although a few participants in each group did acknowledge having heard of the CFIA once prompted specifically, for the most part those in attendance were hard pressed to offer specifics as to the role it plays when it comes to ensuring the safety of Canada's food supply. Upon further discussion, the general consensus amongst focus group participants was that the CFIA played a regulatory role vis-à-vis the food industry as it relates to food, preparation, packaging and labelling.

Moreover, those participants who did acknowledge having heard of the CFIA most often made reference to recent well publicized media reports related to food recalls.

Although participants assume that CFIA personnel are actively enforcing regulatory policy as it relates to foods prepared and distributed in Canada, most recognize that it is simply not realistic to expect that CFIA would be responsible for the physical removal of contaminated or potentially contaminated foods from shelves. Rather, most presume that in such cases CFIA works with industry to ensure that appropriate regulations, procedures and guidelines are being followed.

"I guess I assume that somewhere there's an inspector making sure that things are safe."

"I think the word 'inspection' makes me think they physically do something."

"I think the onus is on the business to take the products off the shelf."

"I assume that they go to a processing plant somewhere – that's my assumption, that the CFIA goes to that place."

« Ils doivent envoyer des personnes pour des inspections, pour de la réglementation. »

« La ACIA veille à faire respecter les normes selon des chartes. »

It should also be noted that although a number of Quebec City participants acknowledge having heard of the CFIA, initially they were more likely to mention the MAPAQ, or 'Ministère de l'agriculture, pêcheries et de l'alimentation' when asked specifically what organization ensures food safety, rather than CFIA.

Reactions to Proposed Public Warning Templates

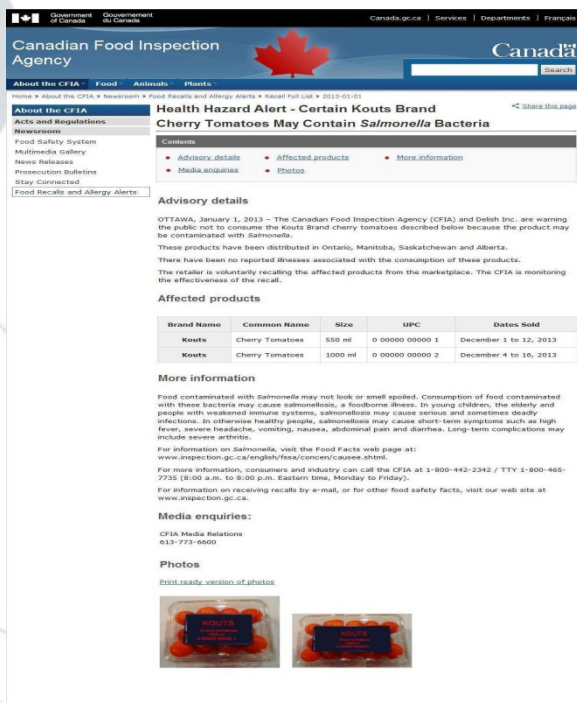
A total of three separate proposed public warning templates were presented and tested during focus group sessions. Templates tested were titled as follows:

- Health Hazard Alert
- Food Recall Alert
- Recall Warning

In each case, participants were presented with a printed version of the template and asked to review and consider the nature of the information presented, as well as how information was laid out on the page. Ipsos Reid randomized the ordering in which individual templates were presented from one session to the next.

It is important to note that there was little ambiguity as to the intended audience for the information presented in each template. Indeed when specifically prompted – participants in all sessions were of the opinion that information contained in each of the warnings was intended for consumers such as themselves.

Template #1: Health Hazard Alert – Certain Kouts Brand Cherry Tomatoes May Contain Salmonella Bacteria



The screenshot shows a CFIA website page with the following content:

Health Hazard Alert - Certain Kouts Brand Cherry Tomatoes May Contain Salmonella Bacteria

Advisory details

OTTAWA, January 1, 2013 – The Canadian Food Inspection Agency (CFIA) and Delish Inc. are warning the public not to consume the Kouts Brand cherry tomatoes described below because the product may be contaminated with Salmonella.

These products have been distributed in Ontario, Manitoba, Saskatchewan and Alberta.

There have been no reported illnesses associated with the consumption of these products.

The retailer is voluntarily recalling the affected products from the marketplace. The CFIA is monitoring the effectiveness of the recall.

Brand Name	Common Name	Size	UPC	Dates Sold
Kouts	Cherry Tomatoes	550 ml	0 00000 00000 1	December 1 to 12, 2013
Kouts	Cherry Tomatoes	1000 ml	0 00000 00000 2	December 4 to 16, 2013

More information

Food contaminated with Salmonella may not look or smell spoiled. Consumption of food contaminated with these bacteria may cause salmonellosis, a foodborne illness. In young children, the elderly and people with weakened immune systems, salmonellosis may cause serious and sometimes deadly infections. In otherwise healthy people, salmonellosis may cause short-term symptoms such as high fever, severe headache, vomiting, nausea, abdominal pain and diarrhea. Long-term complications may include severe arthritis.

For information on Salmonella, visit the Food Facts web page at: www.inspection.gc.ca/english/food/concni/cause.shtml

For more information, consumers and industry can call the CFIA at 1-800-942-2342 / TTY 1-800-465-7735 (8:00 a.m. to 8:00 p.m. Eastern time, Monday to Friday).


For information on receiving recalls by e-mail, or for other food safety facts, visit our web site at www.inspection.gc.ca.

Media enquiries:

CFIA Media Relations
613-773-6600

Photos

[Print ready version of photos](#)



Participants' reactions to this template tended to be mixed, with a slight lean to the negative, the general consensus being that this option was text-heavy and that consumers would not likely take the time to read all of the information presented.

Health Hazard Alert

The title 'Health Hazard Alert' was generally seen as ambiguous at best and alarmist at worst. Indeed, although most said that the title would likely capture their attention, a number of participants felt that it overstated the seriousness of the public warning – these individuals often pointed out the use of words such as 'may contain', 'voluntary recall' and 'no reported illnesses' in the subtext to underscore the relative disconnect between the title in this case and the actual warning content.

Advisory details

Although participants clearly understood the information presented in the paragraph under the 'Advisory details' heading, a number of those in attendance wondered aloud about the apparent use of conditional language such as 'may be contaminated with *Salmonella*', and that the CFIA is 'monitoring the effectiveness of the recall', which in their opinion served to downplay the seriousness of the information being presented.

Affected Products

Conversely, reactions to the information displayed in the table under the 'Affected products' heading was overwhelmingly positive. Participants appreciated the concise and unambiguous way in which the information is being presented.

More Information

Participants tended to have mixed reactions to the information presented under the 'More information' heading. Although most appreciated the additional details related to salmonellosis, a number of participants were quick to point out that they would not likely take the time to read on. In addition, there was general agreement that although they appreciated being supplied with URLs for more information on salmonella and the CFIA, as well as relevant contact information, they felt this information as it appears in this template simply did not stand out. A number of participants mentioned that they would have preferred that the URLs that were presented be hyperlinked, and that the contact information be given its own heading, similarly to the 'Media enquiries' heading.

Photos

Finally, it should be noted that participants in all sessions appreciated the use of the photo displaying the actual product that is being recalled – in this case Kouts tomatoes. The general consensus was that the addition of visuals would allow them to quickly determine if they had or had not purchased the product in question. Many participants suggested that photos be placed closer to the top of the page. This was the case for all three warning templates tested.

Template #2: Recall Warning – Certain Kouts brand Cherry Tomatoes may be contaminated with Salmonella

The screenshot shows the Canadian Food Inspection Agency (CFIA) website with a recall warning for Kouts brand cherry tomatoes. The page title is "Recall Warning - Certain Kouts brand Cherry Tomatoes may be contaminated with Salmonella". The content includes sections for "Advisory details", "Recalled products", "What you should do", "Illnesses", "What you should know", "Consumer enquiries", "Media enquiries", and "Photos".

Recalled products

Brand Name	Common Name	Size	UPC	Dates Sold
Kouts	Cherry Tomatoes	500 ml	0 00000 00000 1	December 1 to 12, 2013
Kouts	Cherry Tomatoes	1000 ml	0 00000 00000 2	December 4 to 16, 2013

Recall Warning

Participants tended to express generally favourable reactions to this template. The title 'Recall Warning' was well received. It was seen as unambiguous, with most saying that it would likely get their attention and that they would read on. Participants welcomed the overall conciseness with which the information was presented throughout this template option. They also noted and appreciated the use of more definitive and action-oriented words, such as 'the CFIA is verifying', to describe steps being taken by the Agency.

Recalled Products

As was the case in the 'Health Hazard' template, the tabled information as presented under the 'Recalled products' heading was well received. It should also be noted that when prompted, participants tended to

prefer 'Recalled products' to both 'Affected products' and 'Product description' as presented in the two other templates tested. Again, the consensus was that this heading was clear and to the point.

What you should do/ What you should know

The 'What you should do' and 'What you should know' headings were also well received, and deemed to be a more personalized approach and more in line with the type of questions that a reader would have after having read the title and information contained in the advisory details section.

In addition, participants appreciate any efforts to minimize what could otherwise be a text-heavy warning, as is the case for the 'Learn more about the health risks' hyperlink which appears in the 'What you should know' section.

Consumer enquiries/Media enquiries

Furthermore, a number of participants made note of the separate 'Consumer enquiries' and 'Media enquiries' headings, which again serves to make the page more user friendly.

Photos

As was the case for the 'Health Hazard' template, participants once again reacted very favourably to the use of product photos which allow them to quickly determine if they have or have not purchased the affected products; most felt that they should appear towards the top of the warning.

Template #3: Food Recall Alert – Certain Kouts brand Cherry Tomatoes Recalled

The screenshot shows the Canadian Food Inspection Agency website. The main heading is "Food Recall Alert - Certain Kouts Brand Cherry Tomatoes Recalled". Below the heading, there are sections for "Advisory details", "Distribution", "Product description", "More information", "Public enquiries", "Media enquiries", and "Photos".

Advisory details
Ottawa, January 1, 2013 - The Canadian Food Inspection Agency is alerting the public to a recall of certain Kouts brand cherry tomatoes by Delish Inc. The CFIA is warning the public not to eat the recalled products described below because they may be contaminated with salmonella. There have been no confirmed illnesses associated with the consumption of these products. The CFIA is checking that industry has removed recalled product from store shelves.

Distribution
These products have been distributed in Ontario, Manitoba, Saskatchewan and Alberta.

Product description

Brand Name	Common Name	Size	UPC	Dates Sold
Kouts	Cherry Tomatoes	550 ml	0 00000 00000 1	December 1 to 12, 2013
Kouts	Cherry Tomatoes	1000 ml	0 00000 00000 2	December 4 to 16, 2013

More information
Food contaminated with salmonella may not look or smell spoiled but may cause salmonellosis, a type of food poisoning. Salmonellosis may cause serious and sometimes deadly infections in young children, the elderly and people with weakened immune systems. In otherwise healthy people, salmonellosis may cause short-term symptoms such as high fever, severe headache, vomiting, nausea, abdominal pain and diarrhea. Long-term complications may include severe arthritis.

- Salmonella and Salmonellosis Factsheet
- Sign up for recall notifications by email

Public enquiries
1-800-442-2342 / TTY 1-800-465-7735 (8:00 a.m. to 8:00 p.m. Eastern time, Monday to Friday).

Media enquiries
613-773-6600

Photos
Most ready version of photos

As was the case for template #2, participants' reactions to this template were generally positive.

Food Recall Alert

A number of participants appreciated the addition of the word 'Food' in the template title, which in their opinion would set aside any possible confusion as to the nature of the recall alert in this case. Some felt the use of the word 'alert', rather than 'warning', would be less effective in getting them to pay attention and read on.

As was the case in template #2, participants once again appreciated more definitive and action-oriented words, such as 'the CFIA is checking', to describe steps being taken by the Agency. Between the three versions describing what the CFIA would do, 'checking' was seen as more proactive than 'verifying' or 'monitoring' (which seemed the least engaged).

Product description

Once again as was the case for templates #1 and #2, the use of tabled information as presented under the 'Product description' heading was very well received, and considered to be a concise and effective way of conveying this information.

More Information

Participants tended to react favourably to the content presented under the 'More information' heading. Again, the use of hyperlinks to lessen what could otherwise be a text-heavy page was very much appreciated. In addition, there was general consensus that having a quick, and what appears to be an easy way to sign up for recall notifications by email was a good idea – with a number of participants saying that they would likely sign up for such an option.

Public enquiries/Media enquiries

As was the case in template #2, participants appreciated contact information being broken out by audience – 'Public enquiries' and 'Media Enquiries'. Of note, when specifically prompted participants did not express any preference for 'Public enquiries' vs. 'Consumer enquiries' – as was the case in

Template #2. In both instances, participants understood that telephone numbers displayed under these headings were intended for their use.

Photos

Again the inclusion of product photos was very well received – once again with a number of participants mentioning that these photos should appear up higher on the warning page to allow for quick referencing of the product in question.

Reactions to Recall Alert Titles

Participants were asked to consider a series of recall alert titles and to provide top of mind reactions to each. A total of 5 separate titles were tested among English speaking participants and 3 separate titles were tested among French speaking participants in Quebec City. As was the case for the warning templates tested, Ipsos Reid randomized the order in which alert titles were presented from one group to the next. The tables below highlight participants' reactions as to the meaning of each of the titles tested.

English Recall Alerts	Meaning
Updated Health Hazard Alert	<ul style="list-style-type: none"> • Suggests that more information is available • That there has been a change or a clarification in terms of the information previously communicated
Rescinded Health Hazard Alert	<ul style="list-style-type: none"> • The word 'rescinded' is a source of much confusion • Seen as 'government speak' – not colloquial and not likely to be understood by the average Canadian
Cancellation of Health Hazard Alert	<ul style="list-style-type: none"> • For some suggests that hazard has past or that the situation has been resolved • For others – 'false alarm'
Corrected Health Hazard Alert	<ul style="list-style-type: none"> • For some suggests that the issue has been resolved, that the problem is fixed • For others 'we made a mistake' • For others yet – some piece of information has been updated
Expanded Health Hazard Alert	<ul style="list-style-type: none"> • Suggests that the situation is more serious – could be related to geography (greater area affected) or to food item (multiple brands affected)

French Recall Alerts	Meaning
<ul style="list-style-type: none"> • Mise à jour – danger pour la santé 	<ul style="list-style-type: none"> • Clear and concise – more information/ updated information related to current recall alert
<ul style="list-style-type: none"> • Annulation de l'avis de danger pour la santé 	<ul style="list-style-type: none"> • For some, suggests that the situation has been resolved • For others 'we made a mistake'
<ul style="list-style-type: none"> • Correction – danger pour la santé 	<ul style="list-style-type: none"> • More information is now available, information previously available has now been updated

Reactions to Consumer Centre Web Page Options

In addition to reviewing three separate public warnings, focus group participants were also asked to spend some time reviewing three separate Consumer Centre web pages and to provide feedback on page title, and overall layout and structure, as well as subheadings used.

Page Titles

Of the three titles tested, Information for Consumers, Consumer Centre, and For Consumers, participants tended to prefer ***Information for Consumer/Renseignements pour les consommateurs***. The general consensus among both English and French speaking participants was that this title clearly reflected the nature of the information being presented and the audience it was intended for.

Conversely, participants were unclear as to what to expect from a page titled ***Consumer Centre/Centre des consommateurs***, which suggested a more transactional/commercial web page. Most felt that this title simply did not align with the nature of the information presented on the page.

The third title tested ***For Consumers/Pour les consommateurs*** was met with ambivalence, with a number of participants saying that it simply wouldn't capture their attention or encourage them to read on.

Reactions to Individual Web Page Elements

Information for Consumers

- Preferred title of the three tested
- Clearly states the intended purpose of the page - no ambiguity here.
- Very much in line with participants expectations.

- Side by side blue and red box treatment garners positive reactions in all sessions.
- Use of red colour used in food recall and consumer complaints box – effective in getting reader’s attention.
- Some express a desire for ordering to be inverted with red box appearing on left and blue on right.

The screenshot shows the 'Information for Consumers' page on the CFIA website. The page features a navigation menu on the left, a main content area with three highlighted boxes (blue, red, and blue), and a footer with various links and contact information.

Information for Consumers

Most requested information

- Country of origin labelling
- Restaurant and food service inspection
- What food products can I bring into Canada?

Food recalls and consumer complaints

- Latest food recalls and allergy alerts
- Sign up for food recall and allergy alert notifications
- Report a food safety or labelling concern

How Canada's food safety system works

Anyone who sells food in Canada is responsible for making sure it is safe to eat. The CFIA verifies that food sold in Canada meets federal food safety standards. When not working with industry and other government departments to ensure that it is safe, the CFIA plays a role in protecting themselves and their families.

[Learn more](#)

Food labelling

Under the *Food and Drugs Act*, Health Canada is responsible, for establishing policies and nutritional quality of food sold in Canada. The CFIA is responsible for enforcing the food label information, net quantity and bilingual labelling.

[Learn more](#)

Safe food handling

Canadian governments and food industry partners are working together to maintain a safe food supply. Help protect themselves and their families by making sure that foods are handled, stored and prepared properly.

[Learn more](#)

Footer:

- About us:** CFIA At a Glance, CFIA Jobs, Organizational Information
- News:** Food Recalls and Allergy Alerts, News releases, Prosecution Bulletins
- Contact us:** 1-800 Service, Area and Regional Offices, Employee Directory
- Stay connected:** Email Notifications, RSS Feeds, Twitter

HEALTH: healthycanadians.gc.ca | **TRAVEL:** travel.gc.ca | **SERVICE CANADA:** servicecanada.gc.ca | **JOB:** jobbank.gc.ca | **ECONOMY:** actionplan.gc.ca | **Canada.gc.ca**

- Mixed reactions in most sessions.
- General appreciation for information on CFIA’s mandate and intro paragraphs on Food labelling and Safe food handling.
- General appreciation for use of ‘learn more’ hyperlink among most.
- Some comments– particularly among those more web savvy that this approach suggest the possibility of a more drawn out information retrieval process.

Consumer Centre

The screenshot shows the CFIA Consumer Centre website. The header includes the Government of Canada logo and navigation tabs for 'About the CFIA', 'Food', 'Animals', and 'Plants'. The main content area is titled 'Consumer Centre' and features three primary sections: 'Most requested information' (blue header), 'Food recalls and consumer complaints' (red header), and 'Canada's food safety system' (white header). Below these are sections for 'Food labelling' and 'Safe food handling', each with a list of hyperlinks. A footer contains links for 'About us', 'News', 'Contact us', and 'Stay connected', along with various government department logos like Health, Travel, Service Canada, Jobs, and Economy.

- Title Generally met with ambivalence
- Not likely to capture ones attention and get them to read on

- Side by side blue and red box treatment garners positive reactions in all sessions
- Use of red colour used in food recall and consumer complaints box – effective in getting reader’s attention
- Some express a desire for ordering to be inverted with red box appearing on left and blue on right.

- Of the three approaches presented this treatment is met with the most positive responses.
- Strikes a good balance between informing the reader about CFIA’s mandate and suggesting ease of information retrieval via use of hyperlinks.

For Consumers

The screenshot shows the 'For Consumers' page on the CFIA website. The page layout includes a header with the CFIA logo and navigation links, a breadcrumb trail, a left sidebar with a menu, a main content area with several sections, and a footer with contact and organizational information. Three callout boxes are overlaid on the page:

- Red callout box (top left):**
 - This title was met with ambivalence.
 - Not likely to get visitors to read on.
- Red callout box (top right):**
 - Although participants appreciate having this information presented 'up front' reactions to this option could best be described as tepid.
 - Those having had the benefit of seeing either of the two other option (blue box/red box) presented before this one were quick to say that they preferred the other approach.
- Yellow callout box (middle right):**
 - Mixed reactions to this option.
 - Those more web savvy appreciated this 'no frills' approach which in their opinion would allow for expeditious information retrieval.
 - Others would have appreciated an introductory paragraph on Canada's food safety system as was the case in the 'Consumer Centre' option.

Page Content:

Government of Canada / Gouvernement du Canada | Canada.gc.ca | Services | Departments | Français

Home > Food > Canada's food safety system

Food

- Acts and Regulations
- For Consumers**
- Food Recalls and Allergy Alerts
- Food Safety Investigations
- Restaurant and Food Service Inspection
- How Canada's Food Safety System Works
- Food Labelling
- Safe Food Handling

For Consumers

Most requested information

- Country of origin labelling
- Restaurant and food service inspection
- What food products can I bring into Canada?

How Canada's food safety system works

- Food safety in Canada
- The food safety investigation and recall process
- Meat inspection
- Reports on food safety testing

Food recalls and consumer complaints

- Latest food recalls and allergy alerts
- Sign up for food recall and allergy alert notifications
- Report a food safety or labelling concern

Food labelling

- How to read food labels
- Best before dates
- Allergies and allergen labelling
- Labelling of genetically engineered foods in Canada

Safe food handling

- Food safety tips
- Specific products and risks

Date modified: 2011-03-02

Terms and conditions | Transparency

About us
CFIA At a Glance
CFIA Jobs
Organizational Information

News
Food Recalls and Allergy Alerts
News releases
Prosecution Bulletins

Contact us
1-800 Service
Area and Regional Offices
Employee Directory

Stay connected
Email Notifications
RSS Feeds
Twitter

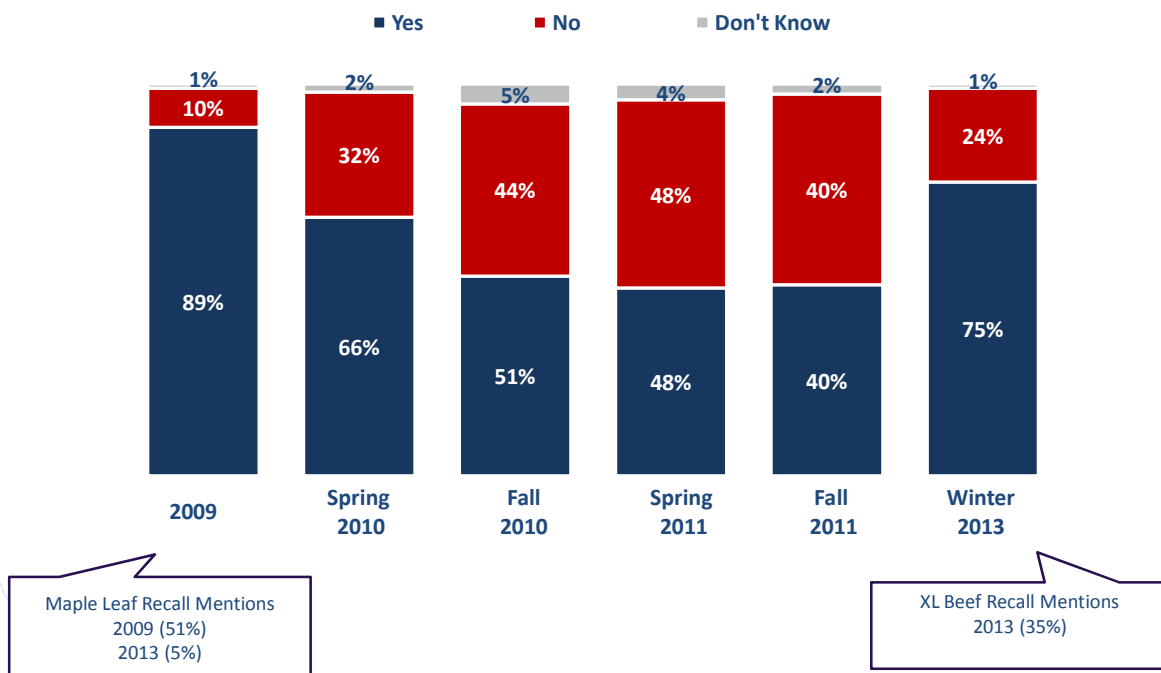
HEALTH healthycanadians.gc.ca | **TRAVEL** travel.gc.ca | **SERVICE CANADA** servicecanada.gc.ca | **JOBS** jobbank.gc.ca | **ECONOMY** actionplan.gc.ca | **Canada.gc.ca**

DETAILED FINDINGS - QUANTITATIVE

Awareness of Food Safety Issues

Three in four Canadians have heard about food safety or the recall of food products in the past six months (75%). Among those who had heard of a recall or food safety issue 35% mention the XL Beef recall. While the XL Beef recall is the most often recalled food scare, it is mentioned less prominently than the Maple Leaf recall was in 2009, when 51% of those aware of a food recall mentioned that issue (20% mentioned the Maple Leaf recall in 2010, while this year 5% mentioned it). Other topics discussed include recalls on meats (17%), food in general (13%) and vegetables (8%).

More Canadians have heard something about food safety or recalls recently than in past waves



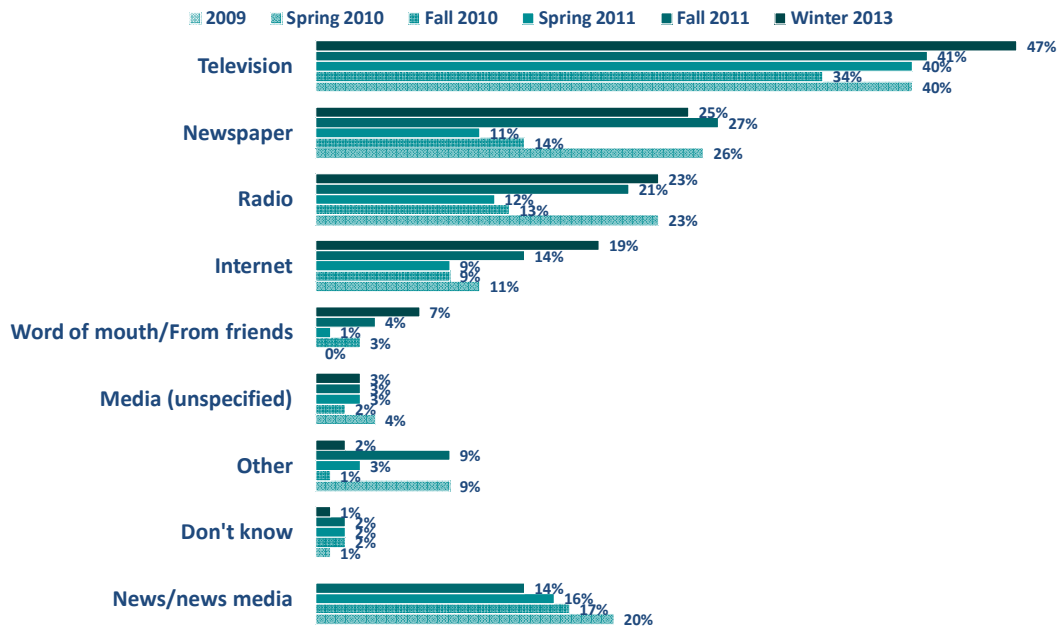
Base: All respondents (n=1000)

Q7. In the past six months have you read, seen or heard anything about food safety or the recall of food products in Canada?

Albertans, those closest to the XL Beef scare, were the most likely to have heard something about a recall of food products within the last six months (88%), followed closely by the Atlantic provinces (81%) and British Columbians (78%) compared to those in Quebec (65%). Again, Canadians over 35 were much more likely (78%) than those between 18 and 34 to have heard something about food recalls within the past six months (66%).

Respondents were most likely to recall seeing something regarding food safety on Television (47%), followed by the Newspaper (25%) or Radio (23%). Internet is rising as a source of information up to one in five (19%) from 14% in 2011.

Respondents were most likely to recall hearing about food safety or a recall on Television



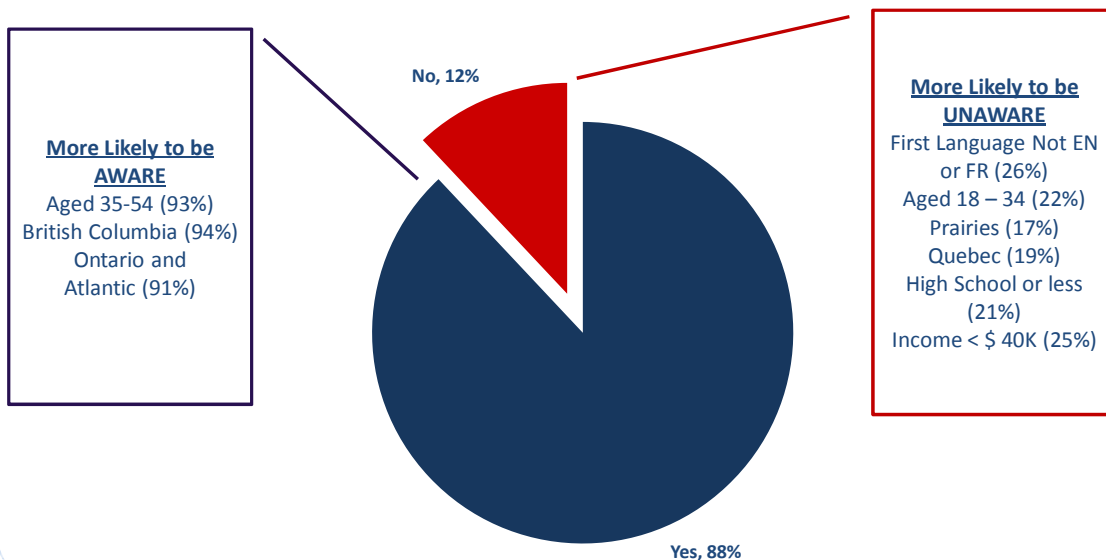
Base: Respondents who responded have heard about safety/recall in Canada in past six months (n=764)
 Q9. Where did you hear this information?

Those active in social media, were more likely to have heard about it online, with three in ten twitter users indicating they had heard about food safety online (32%). Interestingly they were also more likely to indicate they had heard through another method, such as word of mouth (13% of Twitter users compared to 7% of Canadians on average).

Awareness of the CFIA

Nine in ten Canadians (88%) are aware of the Canadian Food Inspection Agency (CFIA). Those who are more likely to be aware are middle aged (between the ages of 35 and 54, 93%) compared to young adults (ages 18 to 34, 78%). Respondents from British Columbia (94%), Ontario (91%) or Alberta (91%) were also more likely than their counterparts in Quebec (81%) and Saskatchewan and Manitoba (83%) to have heard of the CFIA prior to the survey.

Awareness of the Canadian Food Inspection Agency (CFIA)

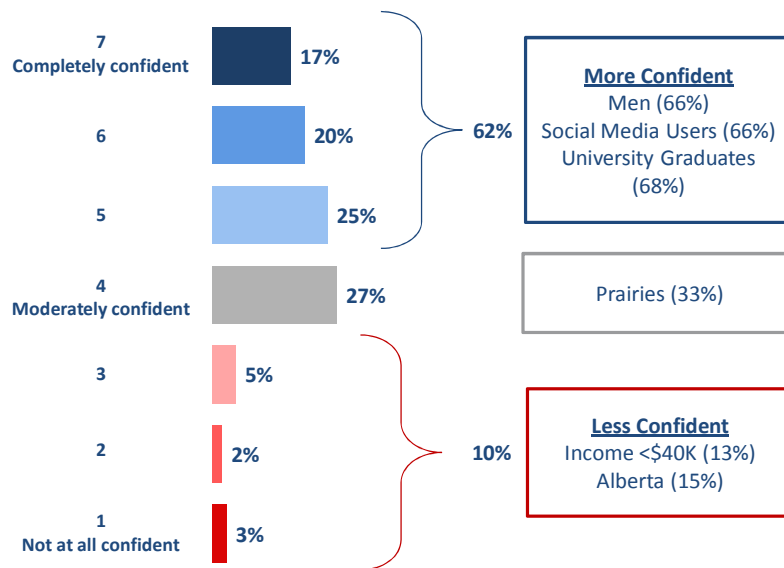


Base: All respondents (n=1000)
Q12a. Before today, had you heard of the Canadian Food Inspection Agency (CFIA)?

Confidence in the Canadian Food Safety System

Overall, Canadians are confident in the food safety system, with three fifths of Canadians indicating that they are somewhat to completely confident in Canada’s food safety system (62% between 5 and 7 on a 7 point scale). Men (66%), Social Media Users (66%) and those with a University education or higher (68%) were more likely than others to be confident in Canada’s food safety system. Those who were less confident included low income (13%) and Albertans (15%) compared to the general public (10%).

Confidence in Canada’s Food Safety System



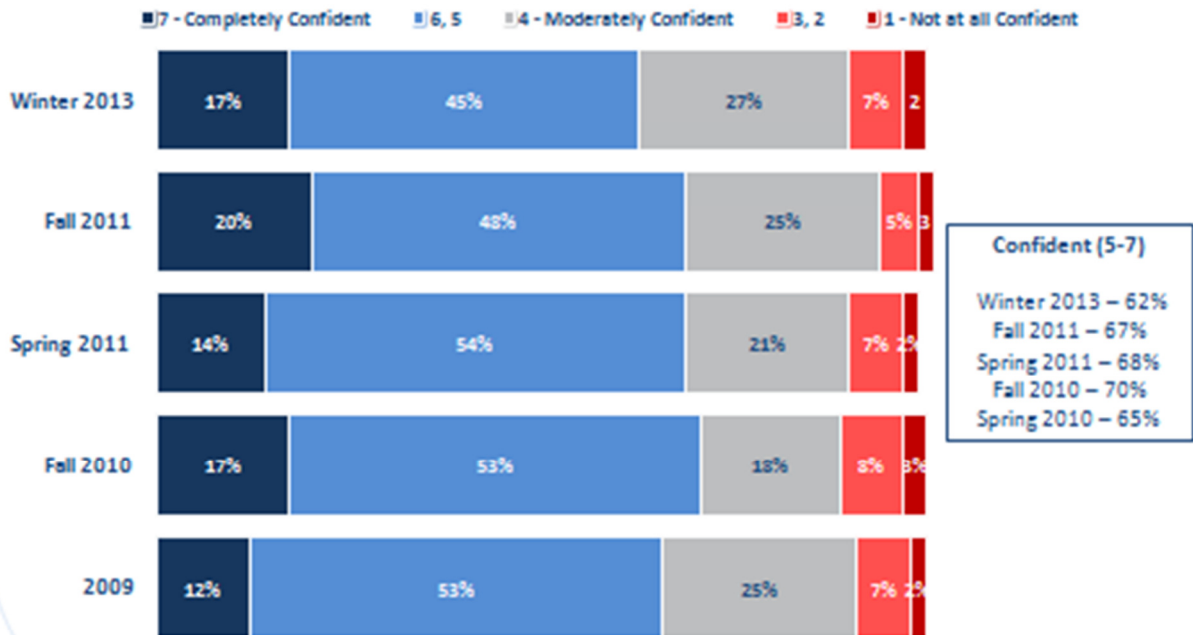
Base: All respondents (n=1000)

Q4: How confident would you say you are right now in Canada’s food safety system on a scale where 1 is not at all confident, 7 is completely confident and the midpoint 4 is moderately confident?

While overall those with higher education were more confident in food safety, those with a high school or less were more polar in their confidence. One in five respondents with a high school education or less (22%) indicated that they were completely confident compared to 14% of those with a University education or higher. The same was true of those not at all confident with those with 5% of those with a high school education compared to 2% of university graduates.

Compared to previous years, confidence in Canada's Food Safety System has fallen. A larger number of Canadians are completely confident in Canada's Food Safety System (17%) than in 2009 (12%), following the lysteria outbreak at Maple Leaf Foods.

Confidence in Canada's Food Safety System



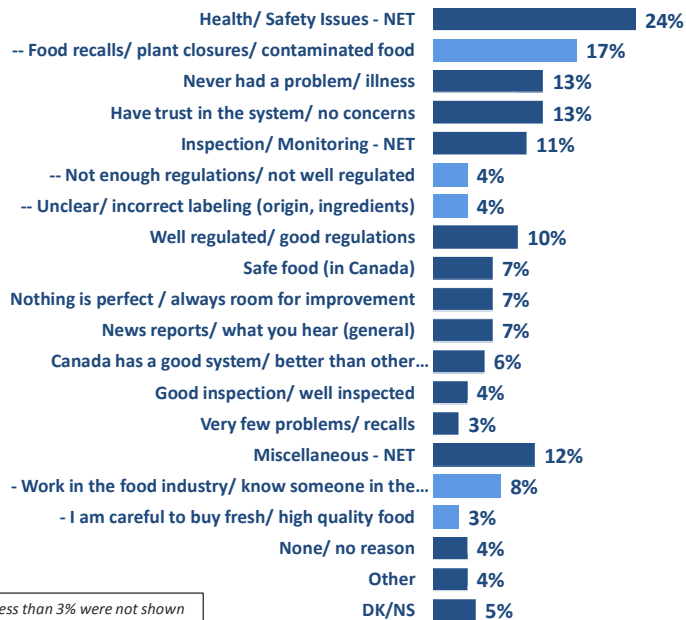
Base: All respondents (n=1000)

Q4: How confident would you say you are right now in Canada's food safety system on a scale where 1 is not at all confident, 7 is completely confident and the midpoint 4 is moderately confident?

Reasons for Confidence in Canada's Food Safety System

Those who express confidence in Canada's food safety system were asked why. Most often they point to food recalls that they have heard about as evidence that the system works. Others say simply that they have never had a problem or that they generally have trust in the system. Others, though expressing confidence in the system overall offered more critical perspectives, suggesting that there are not enough regulations or that labeling is often unclear.

Those confident in Canada's food safety cite personal experience and trust in the system



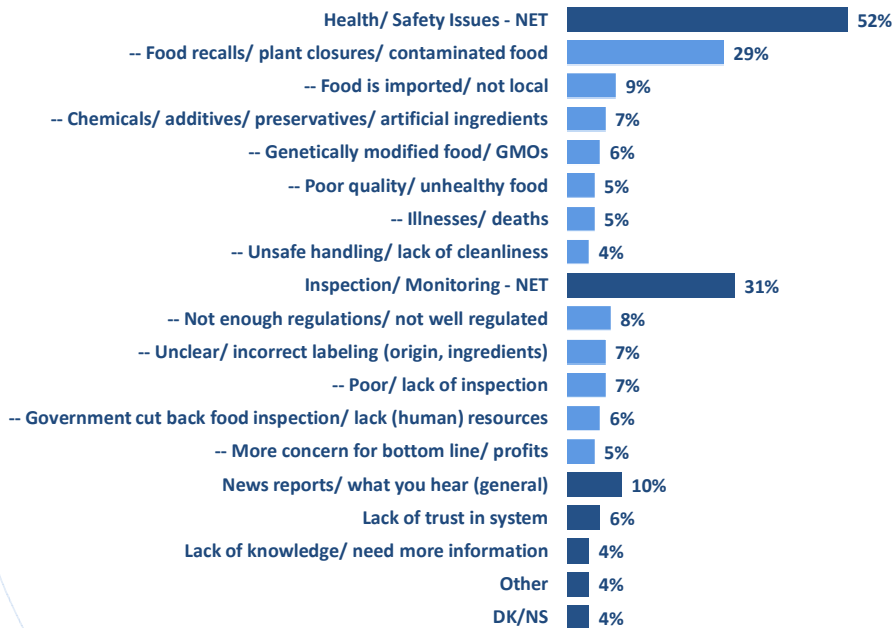
Responses less than 3% were not shown

Base: Confident in Canada's Food Safety (n=617)
Q5. Why do you say that?

Reasons for a Lack of Confidence in Canada's Food Safety System

Those who expressed a lack of confidence in Canada's food safety system were asked why they did so. The top response – mentioning food recalls – is the same as that mentioned by those who expressed confidence in the system, providing an example of how people interpret the same information differently, with those not confident in the system viewing food recalls as a sign of bigger problems than as a sign of the system working as it should.

Those not confident in Canada's food safety cite health and safety issues and inspection



Responses 3% or less not shown

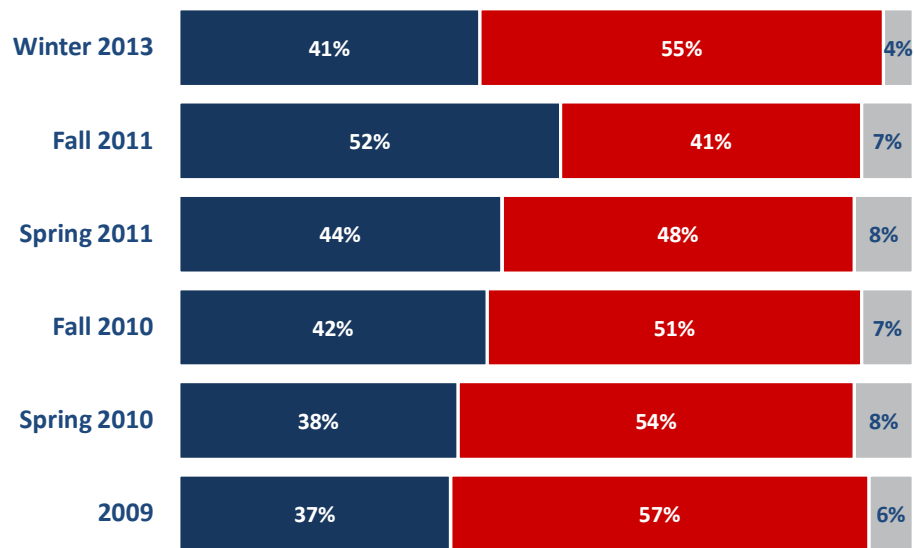
Base: Not confident in Canada's Food Safety (n=379)
Q5. Why do you say that?

Canadians More Concerned than Confident Following a Food Recall

Following a major recall, Canadians are more likely to express concern that the system is letting things get through (55%) rather than confidence that it is working (41%). This is consistent with past low points in 2009 (37% to 57%).

Canadians more likely to express concern than confidence following a recall

■ More confident: shows that the system is working ■ Concerned: shows that products are able to get through ■ Don't Know



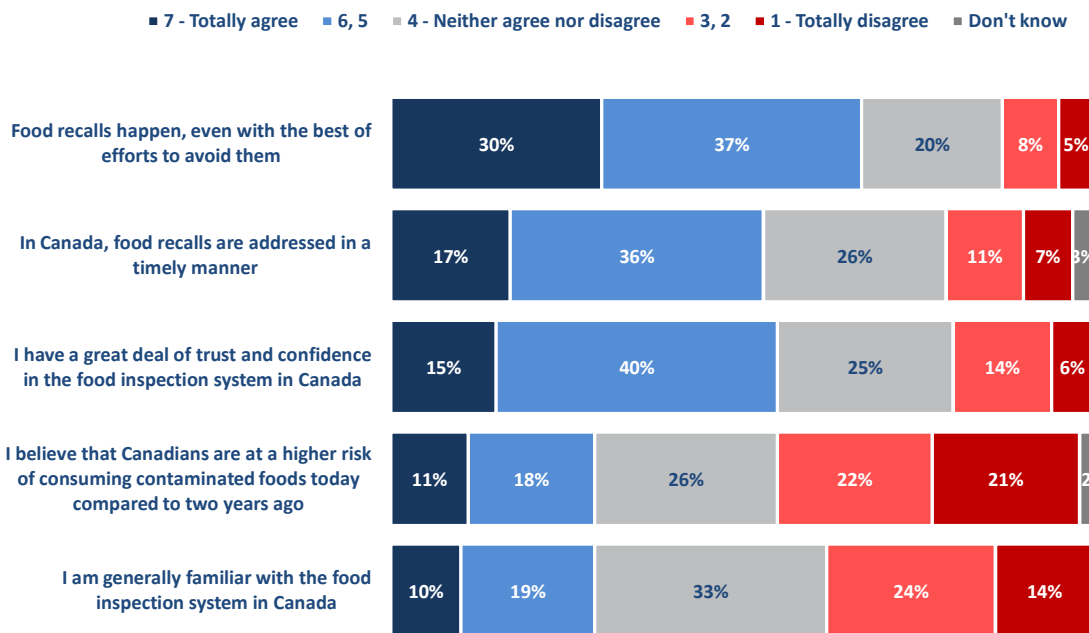
Base: All respondents (n=1000)

Q10. When you hear about certain food products being recalled, does that tend to make you feel...? Or does that tend to make you feel...?

Attitudes towards the Food Safety System

Most Canadians say they understand that food recalls are going to happen, even with the best efforts to avoid them (67% somewhat to totally agree). Most also think that recalls are addressed in a timely manner (53%). Canadians place a great deal of trust in the food inspection system in Canada (55%), however they generally are not familiar with the food inspection system in Canada (38%). Canadians are generally disagreed (43%) that they were at a higher risk of consuming contaminated foods today than two years ago.

Trust in the food safety system is high while familiarity with the system is low

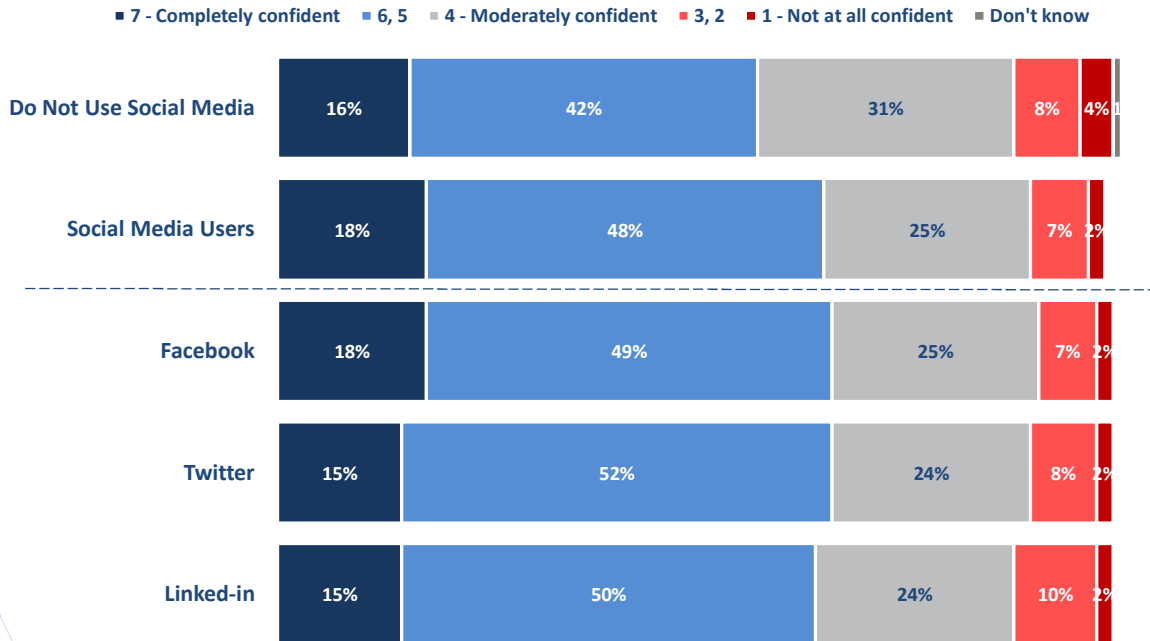


Base: All respondents (n=1000)

Q11. Please tell me the extent to which you agree or disagree with the following statements regarding food recalls and other aspects of Canada's food safety system. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree, and 4 means you neither agree nor disagree.

Social media users are less likely to believe that Canadians are at a higher risk today than two years ago (26%) compared to those who do not use popular social media platforms (35%). They are also less familiar with the food inspection system (26%) compared to those who do not use social media (34%). Understanding that food recalls happen, even with the best efforts to avoid them is higher among social media users (70%) compared to non-users (60%).

Confidence in Food Safety System Higher among Social Media Users



Base: All respondents (n=1000)

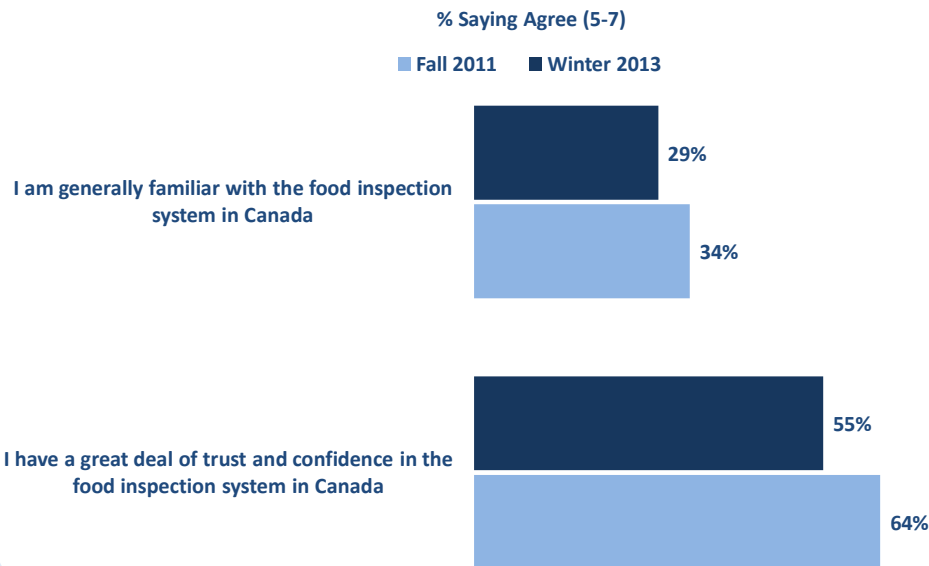
Q4: How confident would you say you are right now in Canada's food safety system on a scale where 1 is not at all confident, 7 is completely confident and the midpoint 4 is moderately confident?

Canadians who are aware of CFIA disagreed that Canadians are at a higher risk of consuming contaminated foods today than two years ago (45%) compared to those unaware of the CFIA (31%). Older Canadians agree that they are at a higher risk today (35% of those aged 55+).

Familiarity is higher among older respondents (35%), while trust and confidence is higher among younger respondents (60%)

Trust and confidence in (55%) and familiarity with (29%) are both down from 2011 (64% and 34% respectively).

Familiarity, trust and confidence in the food inspection system lower than in 2012



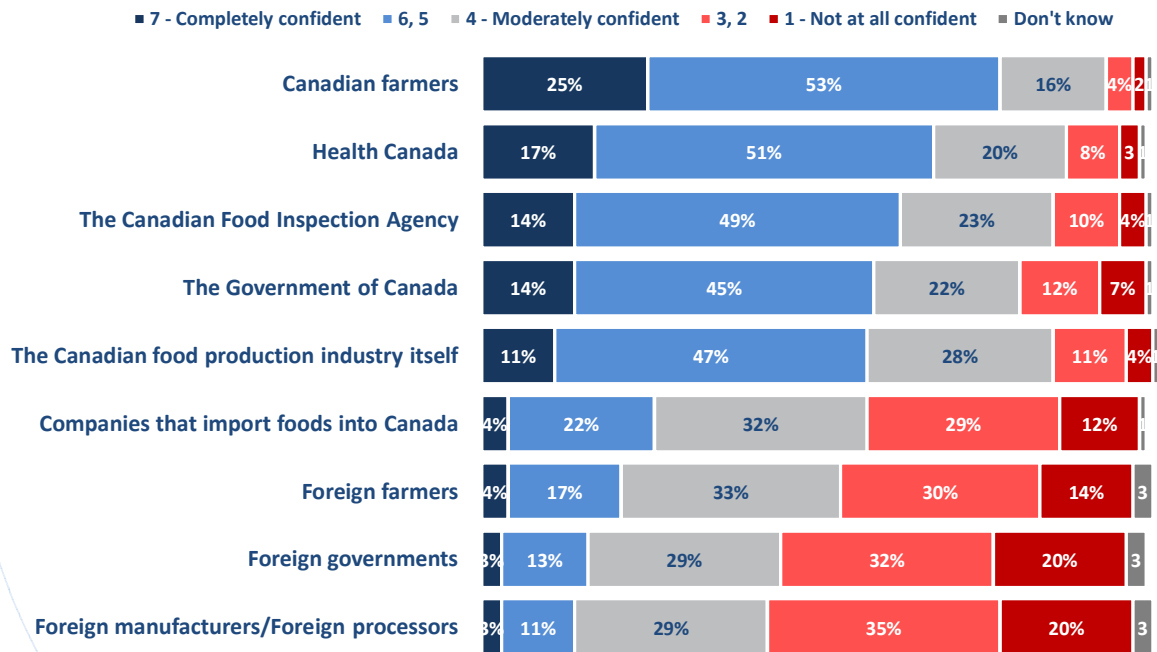
Base: All respondents (n=1000)

Q11. Please tell me the extent to which you agree or disagree with the following statements regarding food recalls and other aspects of Canada's food safety system. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree, and 4 means you neither agree nor disagree.

Confidence in other organizations responsible for food safety

Canadians are confident in institutions and organizations within Canada, such as Canadian farmers (78%), Health Canada (68%), the CFIA (63%), the Government of Canada (59%) and the Canadian food production industry (58%). This is in stark contrast to the foreign institutions and organizations that play a role in food imports such as foreign food processors (14%), foreign governments (16%), foreign farmers (21%) and companies that import food into Canada (26%).

Canadians are much more confident with organizations within Canada in containing the spread of harmful foods than international organizations



Base: All respondents (n=1000)

Q12. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians. Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident, and 4 means moderately confident.

Overall respondents from Quebec were more confident than others in each institution that plays a role in food safety in Canada. They were much more confident in foreign governments (23%), companies that import food to Canada (36%), Health Canada (76%) and the CFIA (71%) than respondents from Saskatchewan and Manitoba, Ontario and the Atlantic Provinces who averaged 14% of respondents confident in foreign governments, 23% in companies that import food, 60% for Health Canada and 65% for the CFIA.

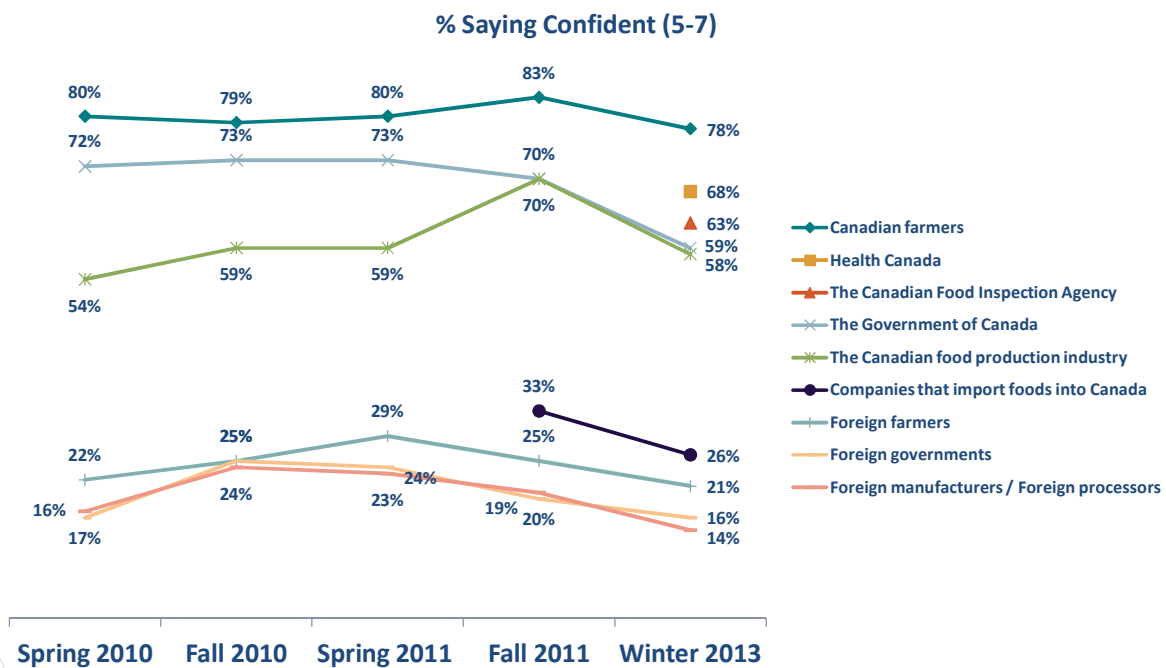
Younger respondents (ages 18 to 34 and 35 to 54) had more confidence in governments and government bodies than older respondents (ages 55+). Most notably with the Government of Canada

(63% 18 to 34 year olds, 60% 35-54 year olds and 52% for those 55 and older) and the CFIA (67% 18 to 34 year olds, 68% 35-54 year olds and 54% for those 55 and older).

Those who are active in social media are again more confident in Canadian institutions responsible for food safety than those who are not. Seven in ten social media users are confident in Health Canada (70%) compared to six in ten non-users (62%), a division which is similar for confidence in the CFIA (65% for social media users and 58% for non-users).

Compared to previous years, Canadians confidence in the organizations and institutions that are responsible for food safety in containing the spread of harmful food products has decreased. This decrease is most noticeable with confidence in the Government of Canada (down 11 points from 70% in 2011 to 59% in 2013) and the Canadian food production industry (down 12 points from 70% in 2011 to 58% in 2013). This is most likely due to the XL Beef recall that occurred in August of 2012, which affected beef processed at a production facility in Alberta.

Canadians' confidence in institutions or organizations to contain the spread of harmful food products has decreased since 2011



Base: All respondents (n=1000)

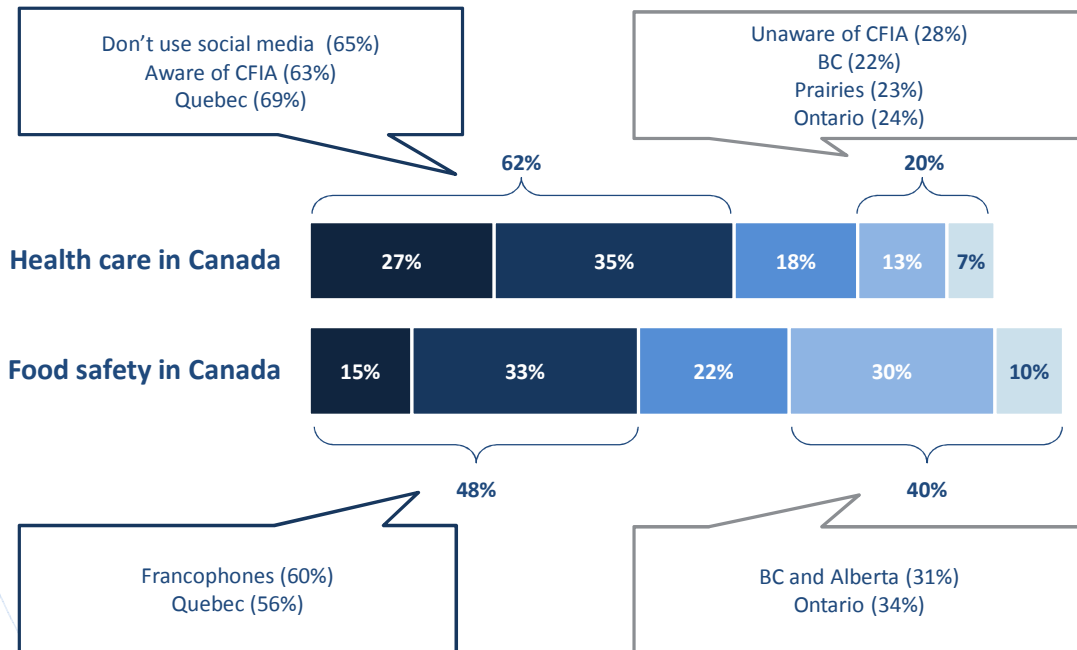
Q12. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians. Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident, and 4 means moderately confident.

Food Safety Issues and Healthcare

Canadians are more concerned about the healthcare system overall (62%) than food safety (48%). Respondents from Quebec are more likely to be concerned with food safety (56%) than the average Canadian as well as the healthcare system (69%). Those who are aware of the CFIA (63%), as well as those who don't use social media (65%) were more concerned.

Canadians are more concerned with health care than food safety in Canada

■ 7 Extremely concerned ■ 6, 5 ■ 4 Moderately concerned ■ 3, 2 ■ 1 Not at all concerned



Base: All respondents (n=1000)

Q6. Now I would like to ask you how concerned you are generally about various issues. Please use a scale where 1 is not at all concerned, 7 is extremely concerned, and the midpoint 4 is moderately concerned?

Compared to previous years, concern in Canada's food safety as well as concern in healthcare has remained the same.

APPENDIX A - QUESTIONNAIRE

Food Safety Draft Questionnaire

Canadian Food Inspection Agency

[NON-CELL PHONE NUMBER SCRIPT]

Hello, my name is _____ and I represent Ipsos Reid, a national research company calling today on behalf of the Government of Canada. We are not selling anything. We are conducting a random survey among Canadian adults, 18 years of age and older. The survey concerns food safety issues. All your answers will be kept strictly confidential. Your participation is voluntary, and your individual responses will not be identified to anyone. No one who answers the survey questions is ever identified by name to anyone within the Government of Canada. Your decision to participate or not will not in any way affect dealings you may have with the Government of Canada. This survey is registered with the national survey registration system, should you wish to know more about the survey. The survey should take approximately 8 minutes to administer.

Bonjour je m'appelle _____ et je suis un représentant de Ipsos Reid, une société de recherche nationale qui vous appelle aujourd'hui au nom du gouvernement du Canada. N'ayez crainte, nous ne vendons rien. Nous effectuons un sondage aléatoire parmi les Canadiens de 18 ans et plus à propos de questions relatives à la salubrité alimentaire. Toutes vos réponses resteront strictement confidentielles. Votre participation est volontaire et vous pouvez être assuré que vos réponses demeureront anonymes. De plus, le nom des personnes répondant au sondage n'est jamais transmis à des représentants du gouvernement du Canada. Votre décision de participer ou non à l'étude n'affectera aucunement vos relations avec le gouvernement du Canada. Ce sondage est enregistré auprès du système national d'enregistrement des sondages, organisme avec lequel vous pouvez communiquer si vous souhaitez en apprendre davantage. En tout, il vous faudra environ 8 minutes pour y répondre.

[IF CALLING A CELL PHONE TELEPHONE NUMBER, USE THE FOLLOWING SCRIPT:]

Hello, my name is _____ and I represent Ipsos Reid, a national research company calling today on behalf of the Government of Canada. I'd like to ask you a few questions on food safety issues. Are you in a safe place to talk?

Bonjour je m'appelle _____ et je suis un représentant de Ipsos Reid, une société de recherche nationale qui vous appelle aujourd'hui au nom du gouvernement du Canada. J'aimerais vous

poser quelques questions au sujet de la salubrité alimentaire. Vous trouvez-vous dans un endroit où vous pouvez parler?

YES - Continue

NO- STATE THAT YOU WILL CALL BACK LATER

Is this a good time to take the call?

Avez-vous maintenant le temps de participer à ce sondage?

YES - Continue

NO- SET CALL BACK

[CONTINUE WITH CELLPHONE, AS FOLLOWS:]

We are not selling anything. We are conducting a random survey among Canadian adults, 18 years of age and older. All your answers will be kept strictly confidential. Your participation is voluntary, and your individual responses will remain anonymous. No one who answers the survey questions is ever identified by name to anyone within the Government of Canada. This survey is registered with the national survey registration system, should you wish to know more about the survey. The survey should take approximately 8 minutes to administer.

N'ayez crainte, nous ne vendons rien. Nous effectuons un sondage aléatoire parmi les Canadiens de 18 ans et plus. Toutes vos réponses resteront strictement confidentielles. Vous êtes libre de participer ou non à ce sondage et vous pouvez être assuré que vos réponses demeureront anonymes. De plus, le nom des personnes répondant au sondage n'est jamais transmis à des représentants du gouvernement du Canada. Ce sondage est enregistré auprès du système national d'enregistrement des sondages, l'organisme avec lequel vous pouvez communiquer si vous souhaitez en apprendre davantage. En tout, il vous faudra environ 8 minutes pour y répondre.

[All respondents]

(IF RESPONDENTS SEEK MORE INFORMATION REGARDING PRIVACY, SAY: All information that is collected falls under the guidelines of the federal Privacy and Access to Information Acts.)

(SI LE RÉPONDANT VEUT DE PLUS AMPLES RENSEIGNEMENTS AU SUJET DE LA CONFIDENTIALITÉ, RÉPONDRE : Tous les renseignements recueillis sont régis par la Loi sur la protection des renseignements personnels et la Loi sur l'accès à l'information.)

(IF RESPONDENTS SEEK NAME OF SPECIFIC COMMISSIONING ORGANIZATION, STATE THAT IT WILL BE IDENTIFIED LATER IN THE SURVEY.)

(SI LE RÉPONDANT CHERCHE LE NOM D'UN ORGANISME PRÉCIS AYANT MANDATÉ NOTRE SOCIÉTÉ, RÉPONDRE QU'IL SERA NOMMÉ PLUS LOIN DANS LE SONDAGE.)

(ARRANGE CALLBACK IF NECESSARY – ENSURE DATA COLLECTORS HAVE ACCESS TO THE MRIA NATIONAL SURVEY REGISTRATION VERIFICATION TELEPHONE NUMBER, TO PROVIDE TO RESPONDENTS AS NEEDED: 1-888-602-6742, EXTENSION 8728. IF RESPONDENT WISHES TO VERIFY THAT THE SURVEY IS LEGITIMATE WITH THE COMMISSIONING CLIENT, PLEASE ASK THEM TO CONTACT DENIS SCHRYBURT AT THE CANADIAN FOOD INSPECTION AGENCY, 1-613-773-5211.)

(ORGANISER UN RAPPEL SI NÉCESSAIRE –S'ASSURER QUE LES PERSONNES FAISANT LA COLLECTE DES DONNÉES ONT ACCÈS AU NUMÉRO DE TÉLÉPHONE DE VÉRIFICATION DU SYSTÈME NATIONAL D'ENREGISTREMENT DES SONDAGES DE L'ARIM AFIN D'EN FAIRE PART AUX RÉPONDANTS AU BESOIN : 1 888 602-6742, POSTE 8728. SI LE RÉPONDANT SOUHAITE VÉRIFIER LA LÉGITIMITÉ DU PRÉSENT SONDAGE AUPRÈS DU CLIENT QUI NOUS A MANDATÉS, LUI DEMANDER DE COMMUNIQUER AVEC DENIS SCHRYBURT À L'AGENCE CANADIENNE D'INSPECTION DES ALIMENTS AU 1 613 773-5211.)

Section A: Introduction

Gender (BY OBSERVATION - DO NOT READ RESPONSES)

Sexe (PAR OBSERVATION – NE PAS LIRE LES RÉPONSES)

Male

Homme

Female

Femme

1. To begin, in which official language would you prefer to be interviewed? (READ RESPONSES)

En commençant, dans quelle langue officielle préféreriez-vous faire l'entrevue? (LIRE LES RÉPONSES)

English

Anglais

French

Français

2. In which of the following age categories do you fall into? (READ RESPONSES IN ORDER)
À laquelle des catégories d'âges suivantes appartenez-vous? (LIRE LES RÉPONSES EN ORDRE)

18-24

18 à 24

25-34

25 à 34

35-44

35 à 44

45-54

45 à 54

55-64, or are you

55-64, ou avez-vous

65 years of age or older

65 ans ou plus

3. In your home, do you have a phone line that is not a cell phone?
Avez-vous chez vous un téléphone non cellulaire?

YES

OUI

NO

NON

Section B: Confidence in System

Section B : Confiance dans le système

4. How confident would you say you are right now in Canada's food safety system on a scale where 1 is not at all confident, 7 is completely confident and the midpoint 4 is moderately confident?

(PROBE TO AVOID ACCEPTING A RANGE)

Veuillez indiquer dans quelle mesure vous avez actuellement confiance dans le système canadien de salubrité des aliments à l'aide d'une échelle de 1 à 7, où 1 signifie pas du tout confiance, 7 signifie entièrement confiance et le point milieu 4 signifie moyennement confiance?

(APPROFONDIR POUR ÉVITER D'ACCEPTER UNE PLAGE DE RÉPONSES)

[SCALE 1-7]

5. Why do you say that? (PROBE: Anything else?)
Pourquoi dites-vous cela? (APPROFONDIR : Y a-t-il d'autre chose?)

[OPEN END]

Section C: Food Safety in Context
Section C : La salubrité alimentaire en contexte

6. Now I would like to ask you how concerned you are generally about various issues. Please use a scale where 1 is not at all concerned, 7 is extremely concerned, and the midpoint 4 is moderately concerned? [To begin/Next], in general how concerned are you about ...:

(PROBE TO AVOID ACCEPTING A RANGE)

J'aimerais maintenant vous poser quelques questions sur vos préoccupations à l'égard de divers sujets. Pour répondre, veuillez utiliser une échelle de 1 à 7, 1 signifiant que vous n'êtes pas du tout préoccupé par ce point, 7 signifiant que vous l'êtes extrêmement et 4 étant le point milieu, soit moyennement préoccupé. [Pour commencer/ensuite], de manière générale, à quel point vous préoccupez-vous...

(APPROFONDIR POUR ÉVITER D'ACCEPTER UNE PLAGES DE RÉPONSES)

[RANDOMIZE]

Food safety in Canada
de la salubrité alimentaire au Canada
Health care in Canada
des soins de santé au Canada

[SCALE 1-7]

Section D: Recent Issues
Section D : Problèmes récents

7. In the past six months have you read, seen or heard anything about food safety or the recall of food products in Canada? (DO NOT READ LIST)

Au cours des six derniers mois, avez-vous lu, vu ou entendu quelque chose à propos de la salubrité des aliments ou du rappel de produits alimentaires au Canada? (NE PAS LIRE LES RÉPONSES)

Yes
Oui
No
Non

[ASK Q8 ONLY IF 'YES' IN Q7 OTHERWISE Q10]

8. What have you heard? (PROBE ONCE: Anything else?)

Qu'avez-vous entendu? (APPROFONDIR UNE FOIS SEULEMENT) : Y a-t-il autre chose?

[OPEN END]

[ASK Q9 ONLY IF 'YES' IN Q7 OTHERWISE Q10]

9. Where did you hear this information? (DO NOT PROBE)

Où avez-vous entendu cette information? (N'APPROFONDIR PAS)

[OPEN END]

Section E: Recalls and General Topics

Section E : Rappels et sujets d'ordre général

10. When you hear about certain food products being recalled, does that tend to make you feel...[INSERT FIRST ITEM] Or does that tend to make you feel [INSERT SECOND ITEM]?(READ LIST)

Lorsque vous entendez parler de certains produits d'aliments qui sont rappelés, cela vous vous rend-t-il généralement...[INSERT FIRST ITEM] Ou cela vous rend-t-il généralement [INSERT SECOND ITEM]? (LIRE ET FAIRE LA ROTATION DE LA LISTE)

[RANDOMIZE]

More confident because it shows that the system is working

Plus confiant parce que cela démontre que le système fonctionne

Concerned because it shows that products are able to get through the regulatory system in the first place

Préoccupé parce que cela démontre que des produits peuvent passer à travers le système de réglementation en premier lieu

11. Please tell me the extent to which you agree or disagree with the following statements regarding food recalls and other aspects of Canada's food safety system. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree, and 4 means you neither agree nor disagree. (READ STATEMENTS – PROBE TO AVOID ACCEPTING A RANGE)

Veillez me dire dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants qui portent sur les rappels d'aliments et d'autres aspects concernant le système canadien de salubrité des aliments. Veuillez répondre à l'aide d'une échelle de 7 points, où 1 signifie que vous êtes entièrement en désaccord, 7 signifie que vous êtes entièrement en accord et 4 signifie que vous n'êtes ni en accord, ni en désaccord. (LIRE ET FAIRE LA ROTATION DES ÉNONCÉS – APPROFONDIR POUR ÉVITER D'ACCEPTER UNE PLAGE DE RÉPONSES)

[RANDOMIZE STATEMENTS]

Food recalls happen, even with the best of efforts to avoid them

Les rappels d'aliments se produisent même en faisant les meilleurs efforts pour les éviter

In Canada, food recalls are addressed in a timely manner

Au Canada, on s'occupe des rappels d'aliments à temps

I believe that Canadians are at a higher risk of consuming contaminated foods today compared to two years ago

Je crois que les Canadiens sont plus à risque de consommer des aliments contaminés aujourd'hui qu'ils ne l'étaient il y a deux ans

I am generally familiar with the food inspection system in Canada

Je connais assez bien le système d'inspection des aliments du Canada.

I have a great deal of trust and confidence in the food inspection system in Canada

Je fais vraiment confiance au système d'inspection des aliments du Canada.

[SCALE 1-7]

Section F : Connaissance des groupes jouant un rôle en salubrité alimentaire et confiance en eux

12. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians. Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident, and 4 means moderately confident. (READ STATEMENTS - PROBE TO AVOID ACCEPTING A RANGE)

Dans quelle mesure avez-vous confiance dans chacune des organisations ou institutions suivantes pour ce qui est de limiter la propagation de produits alimentaires qui pourraient être dangereux pour les Canadiens. Veuillez évaluer votre réponse à l'aide d'une échelle de 7 points, où 1 signifie pas du tout confiance, 7 signifie entièrement confiance et 4 signifie moyennement confiance.

(LIRE ET FAIRE LA ROTATION DES ÉNONCÉS – APPROFONDIR POUR ÉVITER D'ACCEPTER UNE PLAGES DE RÉPONSES)

[RANDOMIZE]

Canadian farmers

Les agriculteurs canadiens

Foreign farmers

Les agriculteurs étrangers

The Government of Canada

Le gouvernement du Canada

Foreign governments

Les gouvernements étrangers

The Canadian food production industry itself, including food manufacturers and food processors in this country

L'industrie de production des aliments elle-même, y compris les fabricants de produits alimentaires du pays

Foreign manufacturers/Foreign processors

Fabricants étrangers / transformateurs étrangers

Companies that import foods into Canada

Les sociétés qui importent des aliments au Canada

The Canadian Food Inspection Agency

L'agence canadienne d'inspection des aliments

Health Canada

Santé Canada

[SCALE 1-7]

12a. Before today, had you heard of the Canadian Food Inspection Agency (CFIA)?

Avant aujourd'hui, aviez-vous entendu parler de l'agence canadienne d'inspection des aliments (ACIA)?

Yes
Oui
No
Non

Section G: Demographic and Classification Questions

Section G : Questions de données démographiques et de classification

13. What is the highest level of education you have completed? (READ LIST)
Quel est le plus haut niveau d'éducation que vous avez complété? (LIRE LA LISTE)

Some high school

Études secondaires en partie

High School diploma or equivalent

Diplôme d'études secondaires ou l'équivalent

Registered Apprenticeship or other trades certificate or diploma

Apprentissage enregistré ou autre certificat ou diplôme professionnel

College, CEGEP or other non-university certificate or diploma

Certificat ou diplôme collégial, du CÉGEP ou autre certificat ou diplôme non universitaire

University degree, certificate or diploma

Diplôme ou certificat universitaire (1er cycle)

Advanced University degree (Graduate)

Diplôme universitaire supérieur (2e et 3e cycle)

14. How many individuals, including yourself, currently live in your household? (RECORD NUMBER – DO NOT ACCEPT A RANGE)

En vous incluant, combien de personnes vivent actuellement au sein de votre foyer (INSCRIRE LE NOMBRE – N'ACCEPTER PAS DE PLAGE)

[RANGE: 1-25]

[DO NOT ASK Q15 IF '1' IN Q14 SKIP TO Q16]

15. Do you have any children less than 18 years of age living with you?

15. Avez-vous des enfants de moins de 18 ans qui vivent avec vous

Yes

Oui
No
Non

16. What is the language you first learned at home as a child and still understand?
(READ LIST – ACCEPT UP TO TWO RESPONSES)

Quelle est la première langue que vous avez apprise à la maison lorsque vous étiez un enfant et que vous comprenez encore (LIRE LA LISTE – ACCEPTER JUSQU'À DEUX RÉPONSES)

[ALLOW TWO RESPONSES]

English
Anglais
French
Français
Other [SPECIFY]
Autre [PRÉCISER]

17. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes ...? (READ LIST)

Laquelle des catégories suivantes décrit le mieux le revenu total de votre foyer? C'est-à-dire, le revenu total de toutes les personnes de votre foyer combinées, avant impôts...? (LIRE LA LISTE)

Under \$20,000
Moins de 20 000 \$
\$20,000 to just under \$40,000
De 20 000 \$ à moins de 40 000 \$
\$40,000 to just under \$60,000
De 40 000 \$ à moins de 60 000 \$
\$60,000 to just under \$80,000
De 60 000 \$ à moins de 80 000 \$
\$80,000 to just under \$100,000
De 80 000 \$ à moins de 100 000 \$
\$100,000 to just under \$150,000, or is it
De 100 000 \$ à moins de 150 000 \$ ou est-ce de
\$150,000 or above
150 000 \$ et plus

18. Do you personally have any of the following? (READ OPTIONS)
Avez-vous l'un des comptes suivants? (LIRE ET FAIRE LA ROTATION DES OPTIONS)

[RANDOMIZE]

[IF 'DON'T HAVE INTERNET' IN ANY RESPONSE SKIP TO Q19]

A Facebook account

Un compte Facebook

A Twitter account

Un compte Twitter

A Linked-in account

Un compte Linked-in

Yes

Oui

No

Non

Don't have Internet

Je n'ai pas d'accès Internet

Never heard of it

Je n'ai jamais entendu parler

Thank you for participating in this study today!
Je vous remercie d'avoir participé à notre sondage aujourd'hui!

This study was commissioned by the Canadian Food Inspection Agency
Cette étude a été menée pour l'Agence canadienne d'inspection des aliments.

APPENDIX B – MODERATOR’S GUIDE

Canadian Food Inspection Agency Draft Moderator’s guide January 30th, 2013

INTRODUCTION (5 Minutes)

- ✓ Explain to participants:
- ✓ Ipsos-Reid Corporation
- ✓ The length of session (Approximately 2 hrs)
- ✓ Taping of the discussion
- ✓ One-way mirror and colleagues viewing in back room
- ✓ Results are confidential and reported in aggregate/individuals are not identified/participation is voluntary
- ✓ Role of moderator is to ask questions, timekeeper, objective/no vested interest
- ✓ Role of participant: not expected to be experts, speak openly and frankly about opinions, no right/wrong answers

Awareness and Understanding of Canadian Food Inspection Agency’s Mandate (15 MINUTES)

OK... to get started with, how do you know that the food you eat and buy in the supermarket is safe? Who makes sure that it is safe?

I would like to touch on CFIA a bit, has anyone ever heard of them before? What have you heard? Where did you get this information from?

To the best of your knowledge, what does the Canadian Food Inspection Agency do? What is their job?

How do they go about doing their job?

- Are they responsible for inspecting all the food eaten in Canada?
- How do they go about doing that?
- Practically speaking, what kinds of actions do they take?
- What is the nature of their relationship with food manufacturers?
- To the best of your knowledge who is responsible for recalling food or removing unsafe food from the marketplace in Canada? Is it CFIA or Industry?

Reactions to Proposed Public Warning Templates (45 MINUTES)

[ALLOW FOR 10-15 MINUTES FOR REVIEW OF EACH PUBLIC WARNING TEMPLATE]

[MODERATOR MAKE SURE TO RANDOMIZE ORDERING IN WHICH TEMPLATES ARE PRESENTED FROM ONE GROUP TO THE NEXT]

RED/GREEN EXERCISE

Ok, we're going to spend the next hour and a half reviewing some communications materials (proposed public warnings and web content) that could be produced by the **Canadian Food Inspection Agency**. Please take a few minutes to review the document I've just handed out. **[MODERATOR ROTATE ORDERING – allow 5 minutes for this exercise].**

I would like you to use a green pen to underline words, ideas, sentences that you react positively to – any words, sentences or otherwise that appeal to you or that strike you as particularly clear, easy to understand etc... With the red pen I would like you to underline words, sentences, ideas that seem unclear, ambiguous or otherwise leave you with more questions than answers.

Once you're done reviewing the public warning presented we are going to spend a few minutes discussing its various elements.

[THIS LINE OF QUESTIONING TO BE REPEATED FOR EACH OF THE PROPOSED PUBLIC WARNING TEMPLATES]

Ok – before we break it down, I'm curious to hear your initial reactions to this **public warning?**

- Who is this information intended for? What makes you say that?
- What is it meant to do? What does it tell you?
- What part grabs your attention?
- Is there any missing information? Anything more that should be added? Why do you say that?
- What would you do as a result of reading this information? What would be your next step?
- If you wanted more information how would you go about getting it? What would you do?

Let's break it down a bit, let's start with the title:

Template 1: Health Hazard Alert

Template 2: Recall Warning

Template 3: Food Recall Alert

- What do you think?
- Anything ambiguous here?
- Would the title be effective in getting you to pay attention? Why do you say that?
- What is this document meant to do?
- What do you think of the information presented? Too much? Too little? Anything missing?
- What about the order in which it is presented – make sense? What would you change?

[MODERATOR - ONCE ALL THREE PUBLIC WARNINGS HAVE BEEN PRESENTED ASK FOLLOWING]

- What is the most important piece of information presented?
- Which of the three public warning options presented appeals to you most? Why do you say that?
- Which one provides you with the most useful information?
- Which of the three titles is most impactful? Would get you to read on? Do you have suggestions for alternative titles?

Feedback on Recall Alert Titles (10 minutes)

I'm going to present a series of terms to you on the flip chart and I would like you to tell me in your own words you think these terms mean to you.

[MODERATOR PRESENTS TERMS IN RANDOMIZED ORDER – PROMPT FOR MEANING FOR EACH. Prompt specifically for when each of these terms are likely to be used]

- Updated Health Hazard Alert
- Rescinded Health Hazard Alert
- Cancellation of Health Hazard Alert
- Corrected Health Hazard Alert
- Expanded Health Hazard Alert

Reactions to Consumer Centre Web Page Options (45 MINUTES)

OK now I'd like us to turn to a few options for an eventual Web Page intended for consumer use. Once again I'm going to present three options. I'm going to ask you to consider the nature of the information presented, the order in which it is presented as well as the overall layout of the page.

[MODERATOR PRESENT FIRST MOCK-UP, REMEMBER TO RANDOMIZE ORDERING FROM ONE SESSION TO THE NEXT]

- What do you think of the name of the page / the title? Does it appeal to you? Would it grab your attention? Would it make you want to read on?
- Would you suggest an alternative name for this page?
- What would be the first thing you would click on?
- What about the sub-headings being used? Are they clear? Do they give you the impression that information will be easy to find and understand?
- Any confusion in terms of what you are likely to find if you click on these links?

[SPECIFIC PROMPTS FOR VERSIONS A AND B]

- How about the 'MOST requested information' and the 'FOOD recalls and consumer complaints' sections. Does it make sense for them to appear as they do -- i.e. in separate boxes and at the top of the page?
- Is there too much information presented here/ too many links? What makes you say that?
- Does it make sense to have this information grouped together under these headings? Why?
- How about the paragraph on Canada's food safety system. Is this useful information? Did you learn anything new?
- Did it help you understand the roles and responsibilities of industry, the government and consumers?

[SPECIFIC PROMPT FOR VERSION C]

- Would you rather have just one box at the top of the page (MOST REQUESTED INFORMATION) with all the other various links appearing beneath under the appropriate titles i.e.:
 - How Canada's food safety system works,
 - Food recalls and consumer complaints,
 - Food labeling, and

- Safe food handling

[PROMPTS FOR ALL VERSIONS]

- What are the top three things/pieces of information or titles that grab your attention in this version? Why is that? Could you use your pen and rank them please (1,2,3)
- Would you click on the link (as in Version B) or the links (as in Versions A and C) that provide further explanation as to how Canada's food safety system works. Why? Why not?

[ADDITIONAL PROMPTS ONCE ALL THREE VERSIONS HAVE BEEN PRESENTED]

- Which of the three versions presented do you prefer? Why?
 - Lots of text VERSION B
 - Lots of links VERSION C or
 - A mix of both VERSION A
- **If not mentioned** – which of the three versions seems most user-friendly? That is, easy to understand, and to read?

[ONCE PREFERRED VERSION IDENTIFIED]

- Do you have any suggestions in order to improve on this version? What could we/ should we change?
- Is there any missing information? What would you like to see that isn't there? Why do you say that?
- What about using photos or other images? Would that help? Would it make the page more appealing?
- How likely would you be to look for this type of information on Canada's food safety system if you went to the Canadian Food Inspection Agency web site? Why or why not?
- Would you be more likely to read information on how Canada's food safety system works if you were already on the Consumer page looking for something else (e.g. information on allergen labeling) and happened to see this content?

Conclusion (5 minutes)

Any final comments for CFIA based on the information I have presented today?

APPENDIX C – MATERIALS

Government of Canada / Gouvernement du Canada | Canada.gc.ca | Services | Departments | Français

Canadian Food Inspection Agency

Canada

Home > Food > Consumer Centre

Consumer Centre

Share this page

- Food
- Acts and Regulations
- Consumer Centre
 - Food Recalls and Allergy Alerts
 - Food Safety Investigations
 - Restaurant and Food Service Inspection
 - Canada's Food Safety System
 - Food Labelling
 - Safe Food Handling

Most requested information

- Country of origin labelling
- Restaurant and food service inspection
- What food products can I bring into Canada?

Food recalls and consumer complaints

- Latest food recalls and allergy alerts
- Sign up for food recall and allergy alert notifications
- Report a food safety or labelling concern

Canada's food safety system

Anyone who sells food in Canada is responsible for making sure it is safe to eat. The Canadian Food Inspection Agency (CFIA) verifies that food sold in Canada meets federal food safety standards. When potentially unsafe food is identified, the CFIA works with industry and other government departments to ensure that it is removed from the marketplace. Consumers also have a role to play in protecting themselves and their families.

- [Food safety in Canada](#)
- [The food safety investigation and recall process](#)
- [Meat inspection](#)
- [Reports on food safety testing](#)

Food labelling

- [How to read food labels](#)
- [Best before dates](#)
- [Allergies and allergen labelling](#)
- [Labelling of genetically engineered foods in Canada](#)

Safe food handling

- [Food safety tips](#)
- [Specific products and risks](#)

Date modified: 2011-03-02

Terms and conditions | Transparency

About us

- CFIA At a Glance
- CFIA Jobs
- Organizational Information

News

- Food Recalls and Allergy Alerts
- News releases
- Prosecution Bulletins

Contact us

- 1-800 Service
- Area and Regional Offices
- Employee Directory

Stay connected

- Email Notifications
- RSS Feeds
- Twitter

HEALTH healthycanadians.gc.ca | TRAVEL travel.gc.ca | SERVICE CANADA servicecanada.gc.ca | JOBS jobbank.gc.ca | ECONOMY actionplan.gc.ca | Canada.gc.ca



Canadian Food Inspection Agency



- About the CFIA
- Food**
- Animals
- Plants

Home > Food > Food Safety Centre

Food

Acts and Regulations

Food Safety Centre

- Food Recalls and Allergy Alerts
- Food Safety Investigations
- Restaurant and Food Service Inspection
- How Canada's Food Safety System Works
- Food Labelling
- Safe Food Handling

Information for Consumers

[Share this page](#)

Most requested information

- Country of origin labelling
- Restaurant and food service inspection
- What food products can I bring into Canada?

Food recalls and consumer complaints

- Latest food recalls and allergy alerts
- Sign up for food recall and allergy alert notifications
- Report a food safety or labelling concern

How Canada's food safety system works

Anyone who sells food in Canada is responsible for making sure it is safe to eat. The Canadian Food Inspection Agency (CFIA) verifies that food sold in Canada meets federal food safety standards. When potentially unsafe food is identified, the CFIA works with industry and other government departments to ensure that it is removed from the marketplace. Consumers also have a role to play in protecting themselves and their families.

[Learn more](#)

Food labelling

Under the *Food and Drugs Act*, Health Canada is responsible, for establishing policies and standards relating to the health, safety, and nutritional quality of food sold in Canada. The CFIA is responsible for enforcing those standards, including those related to basic food label information, net quantity and bilingual labelling.

[Learn more](#)

Safe food handling

Canadian governments and food industry partners are working together to maintain a safe food supply. However, consumers can help protect themselves and their families by making sure that foods are handled, stored and cooked safely at home.

[Learn more](#)

Date modified: 2011-03-02

[Terms and conditions](#) | [Transparency](#)



About us

- CFIA At a Glance
- CFIA Jobs
- Organizational Information

News

- Food Recalls and Allergy Alerts
- News releases
- Prosecution Bulletins

Contact us

- 1-800 Service
- Area and Regional Offices
- Employee Directory

Stay connected

- Email Notifications
- RSS Feeds
- Twitter

HEALTH
healthycanadians.gc.ca

TRAVEL
travel.gc.ca

SERVICE CANADA
servicecanada.gc.ca

JOES
jobtank.gc.ca

ECONOMY
actionplan.gc.ca

Canada.gc.ca



Canadian Food Inspection Agency



Canada

About the CFIA | Food | Animals | Plants

Home > Food > Canada's food safety system

- Food**
- Acts and Regulations
- For Consumers**
- Food Recalls and Allergy Alerts
- Food Safety Investigations
- Restaurant and Food Service Inspection
- How Canada's Food Safety System Works
- Food Labelling
- Safe Food Handling

For Consumers

← Share this page

Most requested information

- Country of origin labelling
- Restaurant and food service inspection
- What food products can I bring into Canada?

How Canada's food safety system works

- [Food safety in Canada](#)
- [The food safety investigation and recall process](#)
- [Meat inspection](#)
- [Reports on food safety testing](#)

Food recalls and consumer complaints

- [Latest food recalls and allergy alerts](#)
- [Sign up for food recall and allergy alert notifications](#)
- [Report a food safety or labelling concern](#)

Food labelling

- [How to read food labels](#)
- [Best before dates](#)
- [Allergies and allergen labelling](#)
- [Labelling of genetically engineered foods in Canada](#)

Safe food handling

- [Food safety tips](#)
- [Specific products and risks](#)

Date modified: 2011-03-02

Terms and conditions | Transparency



About us

- [CFIA At a Glance](#)
- [CFIA Jobs](#)
- [Organizational Information](#)

News

- [Food Recalls and Allergy Alerts](#)
- [News releases](#)
- [Prosecution Bulletins](#)

Contact us

- [1-800 Service](#)
- [Area and Regional Offices](#)
- [Employee Directory](#)

Stay connected

- [Email Notifications](#)
- [RSS Feeds](#)
- [Twitter](#)

HEALTH
healthycanadians.gc.ca

TRAVEL
travel.gc.ca

SERVICE CANADA
servicecanada.gc.ca

JOBS
jobbank.gc.ca

ECONOMY
actionplan.gc.ca

Canada.gc.ca

FOLLOW-UP RECALL ALERT TITLES

What do these terms mean to people?

A.

UPDATED HEALTH HAZARD ALERT

B.

RESCINDED HEALTH HAZARD ALERT

C.

CANCELLATION OF HEALTH HAZARD ALERT

D.

CORRECTED HEALTH HAZARD ALERT

E.

EXPANDED HEALTH HAZARD ALERT



Canadian Food Inspection Agency



Search

About the CFIA | Food | Animals | Plants

Home > About the CFIA > Newsroom > Food Recalls and Allergy Alerts > Recall Full List > 2013-01-01

[Share this page](#)

- About the CFIA
- Acts and Regulations
- Newsroom
 - Food Safety System
 - Multimedia Gallery
 - News Releases
 - Prosecution Bulletins
 - Stay Connected
 - Food Recalls and Allergy Alerts

Health Hazard Alert - Certain Kouts Brand Cherry Tomatoes May Contain *Salmonella* Bacteria

Contents

- Advisory details
- Affected products
- More information
- Media enquiries
- Photos

Advisory details

OTTAWA, January 1, 2013 – The Canadian Food Inspection Agency (CFIA) and Delish Inc. are warning the public not to consume the Kouts Brand cherry tomatoes described below because the product may be contaminated with *Salmonella*.

These products have been distributed in Ontario, Manitoba, Saskatchewan and Alberta.

There have been no reported illnesses associated with the consumption of these products.

The retailer is voluntarily recalling the affected products from the marketplace. The CFIA is monitoring the effectiveness of the recall.

Affected products

Brand Name	Common Name	Size	UPC	Dates Sold
Kouts	Cherry Tomatoes	550 ml	0 00000 00000 1	December 1 to 12, 2013
Kouts	Cherry Tomatoes	1000 ml	0 00000 00000 2	December 4 to 16, 2013

More information

Food contaminated with *Salmonella* may not look or smell spoiled. Consumption of food contaminated with these bacteria may cause salmonellosis, a foodborne illness. In young children, the elderly and people with weakened immune systems, salmonellosis may cause serious and sometimes deadly infections. In otherwise healthy people, salmonellosis may cause short-term symptoms such as high fever, severe headache, vomiting, nausea, abdominal pain and diarrhea. Long-term complications may include severe arthritis.

For information on *Salmonella*, visit the Food Facts web page at: www.inspection.gc.ca/english/fssa/concen/causee.shtml.

For more information, consumers and industry can call the CFIA at 1-800-442-2342 / TTY 1-800-465-7735 (8:00 a.m. to 8:00 p.m. Eastern time, Monday to Friday).

For information on receiving recalls by e-mail, or for other food safety facts, visit our web site at www.inspection.gc.ca.

Media enquiries:

CFIA Media Relations
613-773-6600

Photos

[Print ready version of photos](#)





[Share this page](#)

- About the CFIA**
- Acts and Regulations
- Newsroom
- Food Safety System
- Multimedia Gallery
- News Releases
- Prosecution Bulletins
- Stay Connected
- Food Recalls and Allergy Alerts**

Recall Warning - Certain Kouts brand Cherry Tomatoes may be contaminated with *Salmonella*

Contents		
Advisory details	Recalled products	What you should do
Illness	What you should know	Consumer enquiries
Media enquiries	Photos	

Advisory details

Ottawa, January 1, 2013 - Delish Inc. is recalling certain Kouts Brand cherry tomatoes because the product may be contaminated with *Salmonella*. The CFIA is verifying that the product is being removed from the marketplace.

Recalled products

The following products may have been sold in Ontario, Manitoba, Saskatchewan and Alberta.

Brand Name	Common Name	Size	UPC	Dates Sold
Kouts	Cherry Tomatoes	550 ml	0 00000 00000 1	December 1 to 12, 2013
Kouts	Cherry Tomatoes	1000 ml	0 00000 00000 2	December 4 to 16, 2013

What you should do

Check to see if you have the product in your home. If the product is in your home, do not eat it. If you are unsure whether a product is part of the recall, throw it away.

Illnesses

The CFIA has not been notified of anyone being sick as a result of eating these products.

What you should know

Food contaminated with *Salmonella* may not look or smell spoiled but can still make you sick. Young children, the elderly and people with weakened immune systems may contract serious and sometimes deadly infections. Healthy people may experience short-term symptoms such as high fever, severe headache, vomiting, nausea, abdominal pain and diarrhea. Long-term complications may include severe arthritis.

- [Learn more about the health risks](#)

Consumer enquiries

Consumers and industry can call the CFIA at 1-800-442-2342 / TTY 1-800-465-7735 (8:00 a.m. to 8:00 p.m. Eastern time, Monday to Friday).

To receive recalls by e-mail visit [our web site](#) at www.inspection.gc.ca.

Media enquiries

CFIA Media Relations
613-773-6600

Photos

[Print ready version of photos](#)





Canadian Food Inspection Agency



Search

- About the CFIA
- Food
- Animals
- Plants

Home > About the CFIA > Newsroom > Food Recalls and Allergy Alerts > Recall Full List > 2013-01-01

[Share this page](#)

- About the CFIA
- Acts and Regulations
- Newsroom
- Food Safety System
- Multimedia Gallery
- News Releases
- Prosecution Bulletins
- Stay Connected
- Food Recalls and Allergy Alerts

Food Recall Alert - Certain Kouts Brand Cherry Tomatoes Recalled

Contents		
Advisory details	Distribution	Product description
More information	Public enquiries	Media enquiries
Photos		

Advisory details

Ottawa, January 1, 2013 - The Canadian Food Inspection Agency is alerting the public to a recall of certain Kouts Brand cherry tomatoes by Delish Inc. The CFIA is warning the public not to eat the recalled products described below because they may be contaminated with *Salmonella*.

There have been no confirmed illnesses associated with the consumption of these products.

The CFIA is checking that industry has removed recalled product from store shelves.

Distribution

These products have been distributed in Ontario, Manitoba, Saskatchewan and Alberta.

Product description

Brand Name	Common Name	Size	UPC	Dates Sold
Kouts	Cherry Tomatoes	550 ml	0 00000 00000 1	December 1 to 12, 2013
Kouts	Cherry Tomatoes	1000 ml	0 00000 00000 2	December 4 to 16, 2013

More information

Food contaminated with *Salmonella* may not look or smell spoiled but may cause salmonellosis, a type of food poisoning. Salmonellosis may cause serious and sometimes deadly infections in young children, the elderly and people with weakened immune systems. In otherwise healthy people, salmonellosis may cause short-term symptoms such as high fever, severe headache, vomiting, nausea, abdominal pain and diarrhea. Long-term complications may include severe arthritis.

- [Salmonella and Salmonellosis Factsheet](#)
- [Sign up for recall notifications by email](#)

Public enquiries

- 1-800-442-2342 / TTY 1-800-465-7735 (8:00 a.m. to 8:00 p.m. Eastern time, Monday to Friday).

Media enquiries

- 613-773-6600

Photos

[Print ready version of photos](#)

