



New Zealand Food Safety Authority

[International Comparisons]

[September 2003]



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■ Introduction

The following paper summarises comparisons with available international studies on some of the food safety issues included in the New Zealand benchmark study.

It needs to be noted that in most cases comparisons have to be seen as indicative only. The same question wording (primarily 1 to 5 scales) was used for consistency throughout the New Zealand study. Even when the questions are identical the potential impact of issues such as different question order and the methodology used (telephone, face to face, etc) should also be noted.

■ **New Zealand research methodology**

Results in this report are based upon a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

The margin of error for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

The sample is stratified into 23 telephone directory regions. The number of residential addresses in each of these regions is determined and a quota is then specified as to the proportion of the sample that must fall in each region.

Fieldwork was conducted from 1st to 3rd August 2003 at UMR Research's national interview facility in Auckland. All interviewing for this survey was undertaken using UMR's centralised 35 line CATI facility in Auckland.

A random sample of telephone numbers is generated from all number ranges found in Telecom's White Pages for New Zealand.

Random digit dialling is conducted off this sample so that unlisted numbers are captured in the sample.

To limit the sample frame to "private households with telephones" the following types of telephone numbers are filtered out from the sample:

- Telecom Yellow Pages.
- Disconnected or fax lines.
- Where the interviewer determines that contact is not a private household / business lines.

Up to five call-backs are made to initially selected respondents to ensure that non-response has a minimal impact on the representativeness of the sample. Appointments are made to ring back respondents if the time they are first contacted is not convenient.

Respondents are called from 5.30pm to 9.00pm during the week, from 9.30am to 6.00pm on Saturday and from 9.30am to 9.00pm on Sunday.

■ **Question trialling**

UMR Research pre-tested the draft questionnaire to ensure that all questions were easily understood.

Questionnaire development was informed by findings from the prior focus groups.

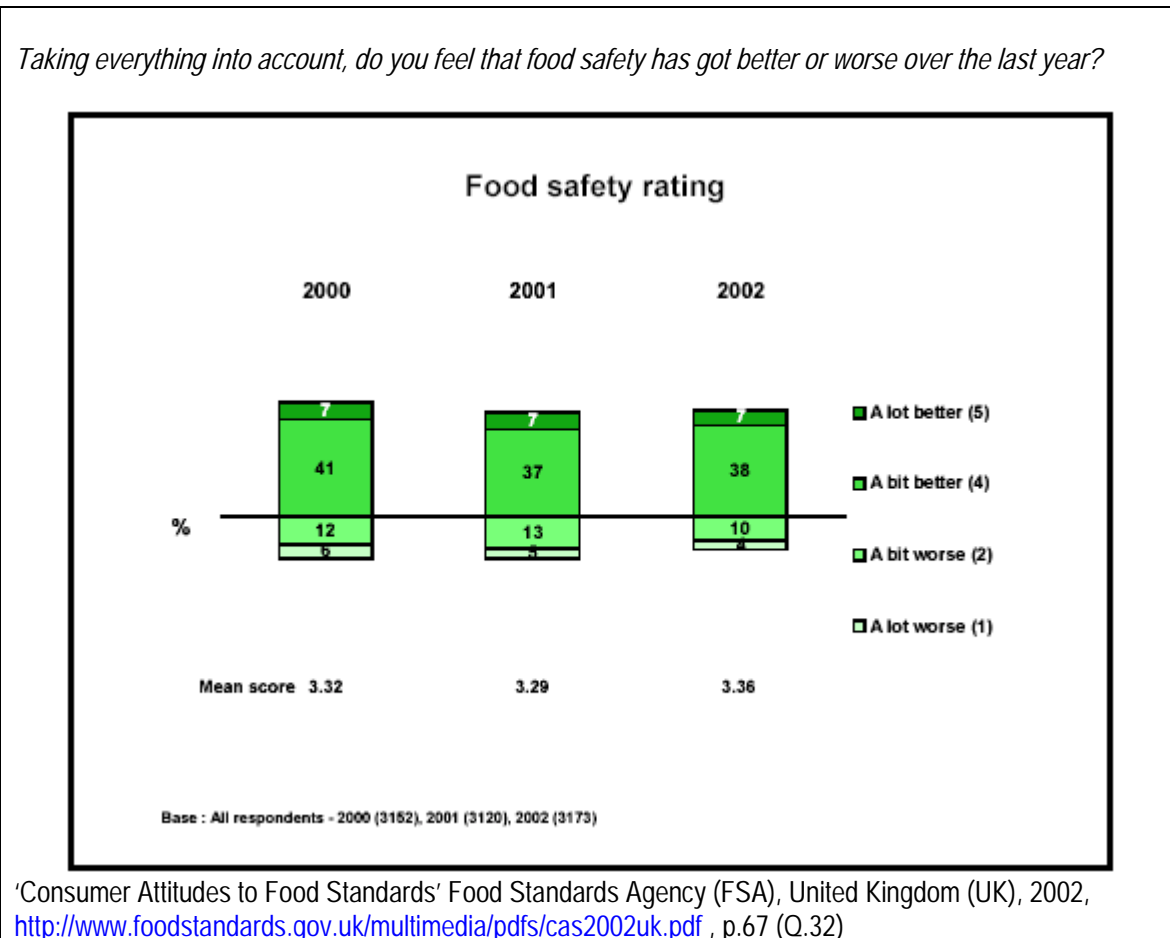
1) Food Safety Standards in New Zealand

The 2002 FSA study 'Consumer Attitudes to Food Standards' included a question which was somewhat comparable to UMR's New Zealand study.

The timeframe was different; the New Zealand study asked whether food safety standards had got better or worse in the last five years whilst the British study only asked whether this had been the case in the last year.

The British study using a five point scale found a total of 45% (combined 'a lot better' and 'a bit better') felt food safety had improved.

| FOOD SAFETY STANDARDS IN NEW ZEALAND | |
|--|----|
| <i>Do you think that food safety standards in New Zealand have got better or worse over the past five years?</i> | |
| | % |
| Better | 58 |
| Worse | 17 |
| No different | 11 |
| Unsure | 14 |



2) Concerns about the Food Safety of Specific Foods

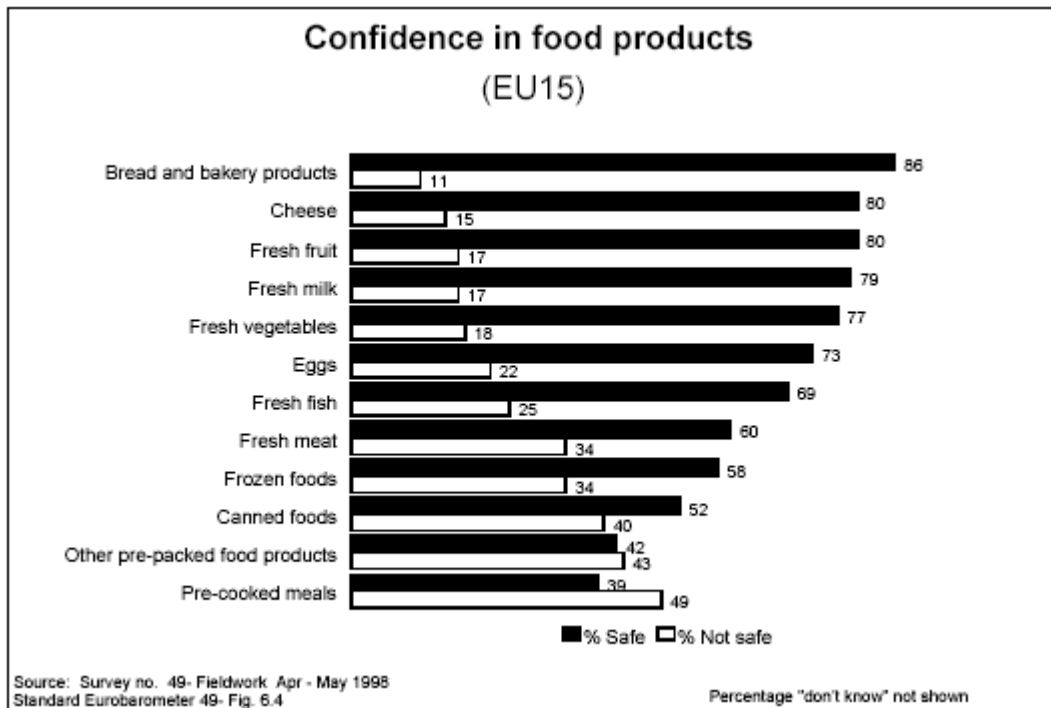
Similar questions were asked in the Standard Eurobarometer 49 study carried out in Europe in 1998. The study asked whether respondents rated foodstuffs as safe or not safe.

Pre-cooked meals (49%, Not safe) rated at similar levels to the New Zealand study which found 59% of respondents had concerns regarding their safety.

Frozen foods rated on a similar scale for both studies. Europeans showed much greater suspicion towards canned foods (40%, Not safe) than New Zealand respondents (19% concerned).

| CONCERNS ABOUT THE SAFETY OF SPECIFIC FOODS | | | |
|---|------------------|-----------------|---------------------|
| <i>Do you have concerns about the safety of any of these types of food?</i> | | | |
| | Yes % | No % | Unsure % |
| Chicken | 85 | 14 | 1 |
| Shellfish | 82 | 14 | 4 |
| Food displayed in warming ovens such as pies | 81 | 18 | 1 |
| Deli or cooked meat | 71 | 27 | 2 |
| Raw meat | 70 | 29 | 1 |
| Raw fish | 69 | 28 | 3 |
| Takeaways | 68 | 29 | 3 |
| Bought salads | 63 | 33 | 4 |
| Pre-prepared chilled meals | 59 | 36 | 5 |
| Bakery food like doughnuts or custard squares | 50 | 47 | 3 |
| Eggs | 34 | 65 | 1 |
| Fresh milk | 33 | 67 | - |
| Frozen food | 31 | 68 | 1 |
| Fresh fruit | 28 | 71 | 1 |
| Cheese | 27 | 72 | 1 |
| Fresh vegetables | 27 | 72 | 1 |
| Canned food | 19 | 80 | 1 |

For each of the following products please tell me if you think it is safe or not safe?



Eurobarometer,

http://www.europa.eu.int/comm/public_opinion/archives/eb/eb49/eb49_report_en.pdf, p.84

3) Concern about food safety standards at specific places

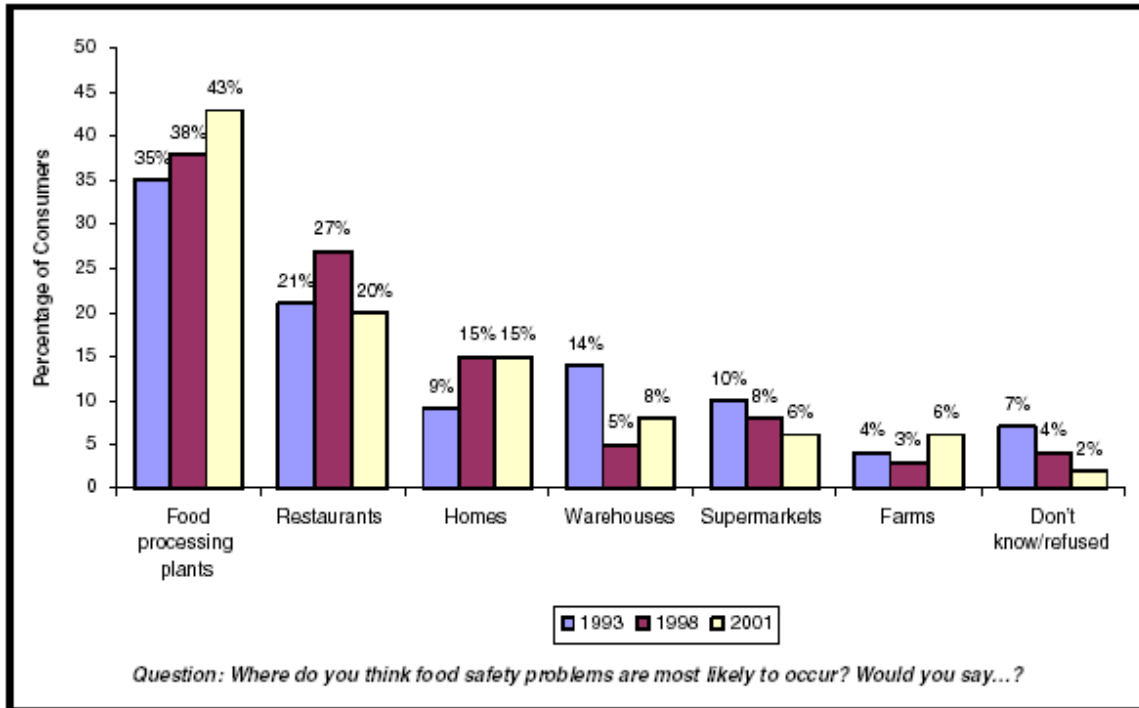
The study conducted for the U.S. Department of Agriculture, Food Safety and Inspection Service (USDA, FSIS) in 2001 found respondents thought that food safety problems were most likely to occur in food processing plants (43%) and restaurants (20%).

These results were almost identical to those in a Canadian poll conducted in 2001, where respondents felt problems had the greatest chance of developing during the processing of foods (41%) and in restaurants or other food service outlets (21%).

In the USDA/FSIS supermarkets (6%) and farms (6%) were perceived as being the least likely sites of food safety problems. Canadians rated farms (18%) and homes (7%) as the two least likely places for food safety problems to develop.

| CONCERN ABOUT FOOD SAFETY STANDARDS AT SPECIFIC PLACES | | | | | | | | |
|---|---------------------------------------|----------------|----------------------------|----------------|----------------|---|----------------------------|---------------------|
| <i>Using a scale of 1-5 where 1 means you are very concerned and 5 you are not concerned at all, how concerned are you about the food safety standards at the following places?</i> | | | | | | | | |
| | 1 Very Concerned % | 2 % | TOTAL 1+2 % | 3 % | 4 % | 5 Not concerned at all % | TOTAL 4+5 % | Unsure % |
| Mobile food outlets | 36 | 25 | 61 | 20 | 7 | 5 | 12 | 7 |
| Buffets | 32 | 26 | 58 | 24 | 10 | 4 | 14 | 4 |
| Franchised fast food outlets | 30 | 24 | 54 | 23 | 14 | 6 | 20 | 3 |
| Asian restaurants | 31 | 22 | 53 | 25 | 10 | 4 | 14 | 8 |
| Food halls | 28 | 25 | 53 | 26 | 11 | 5 | 16 | 5 |
| Dairies | 22 | 27 | 49 | 29 | 14 | 6 | 20 | 2 |
| Food processing plants | 31 | 17 | 48 | 24 | 14 | 6 | 20 | 8 |
| Pubs and cafes | 22 | 25 | 47 | 31 | 12 | 6 | 18 | 4 |
| BBQs | 24 | 23 | 47 | 28 | 14 | 8 | 22 | 3 |
| Transportation of food | 24 | 21 | 45 | 30 | 13 | 8 | 21 | 4 |
| Restaurants generally | 22 | 20 | 42 | 31 | 18 | 6 | 24 | 3 |
| Supermarkets | 22 | 20 | 42 | 25 | 21 | 11 | 32 | 1 |
| Service stations | 20 | 22 | 42 | 30 | 14 | 7 | 21 | 7 |
| At home | 27 | 14 | 41 | 15 | 18 | 26 | 44 | - |
| Farms | 19 | 19 | 38 | 27 | 18 | 10 | 28 | 7 |

Where do you think food safety problems are most likely to occur?



Pathogen Reduction: Hazard Analysis and Critical Control Point (PR/HACCP) RULE EVALUATION REPORT, USA, 2002, <http://www.fsis.usda.gov/oa/research/HACCPImpacts.pdf> , p.11

Ipsos-reid poll, Canada, 2001, www.ipsos-reid.com/pdf/media/mr011009tb.pdf

Of the following five steps in the food supply chain, where do you feel there is the GREATEST chance for a food safety problem to develop?

(Table follows this page)

Of the following five steps in the food supply chain, where do you feel there is the GREATEST chance for a food safety problem to develop? Would it be...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/JK - L/M/N

* small base

| | Total | REGION | | | | | | | | | | GENDER | | AGE | | | MARTIAL STATUS | | |
|--|-------|--------|-----|----------|-----|-----|-----|------|--------|-------|-------|--------|--------|----------------------|------|-----------------|----------------|--|--|
| | | BC | AB | SKM N | ON | QUE | Ad | Male | Female | 18-34 | 35-54 | 55+ | Single | Mar/ Comm LIFE | M | Div/Se p/W/d | N | | |
| Basic Excluding Nce at all concerned | 899 | 141 | 89 | 85 | 270 | 220 | 94 | 432 | 467 | 277 | 401 | 211 | 219 | 573 | 103 | | | | |
| Weighted | 899 | 122 | 80* | 59* | 340 | 222 | 76* | 425 | 474 | 298 | 350 | 242 | 224 | 559 | 111* | | | | |
| At the farm level | 164 | 28 | 12 | 4 | 65 | 43 | 12 | 81 | 83 | 53 | 71 | 37 | 41 | 101 | 21 | | | | |
| During the processing of foods | 18% | 23% | 15% | 6% | 19% | 19% | 16% | 19% | 17% | 18% | 20% | 15% | 18% | 18% | 19% | | | | |
| At the retail level, that is, grocery stores | 366 | 45 | 36 | 32 | 146 | 73 | 33 | 169 | 197 | 121 | 128 | 114 | 84 | 246 | 35 | | | | |
| In the home | 41% | 37% | 45% | 54% | 43% | 33% | 43% | 40% | 42% | 41% | 37% | 47% | 37% | 44% | 31% | | | | |
| In restaurants or other food service outlets | 110 | 9 | 7 | 5 | 31 | 50 | 8 | 51 | 59 | 41 | 42 | 24 | 34 | 28 | 18 | | | | |
| (DIK/NS) | 12% | 7% | 9% | 9% | 9% | 22% | 10% | 12% | 12% | 14% | 12% | 10% | 15% | 10% | 16% | | | | |
| | 59 | 8 | 5 | 6 | 19 | 13 | 8 | 33 | 26 | 22 | 25 | 12 | 20 | 31 | 8 | | | | |
| | 7% | 7% | 6% | 10% | 6% | 6% | 10% | 8% | 5% | 7% | 7% | 5% | 9% | 6% | 7% | | | | |
| | 186 | 30 | 19 | 12 | 71 | 39 | 16 | 85 | 101 | 59 | 80 | 47 | 44 | 114 | 28 | | | | |
| | 21% | 24% | 24% | 21% | 21% | 17% | 20% | 20% | 21% | 20% | 23% | 19% | 20% | 20% | 25% | | | | |
| | 13 | 2 | 1 | 0 | 7 | 3 | 1 | 6 | 8 | 1 | 3 | 9 | 3 | 9 | 2 | | | | |
| | 1% | 1% | 1% | - | 2% | 1% | 1% | 1% | 2% | 0 | 1% | 4% | 1% | 2% | 2% | | | | |

4) Causes of food poisoning

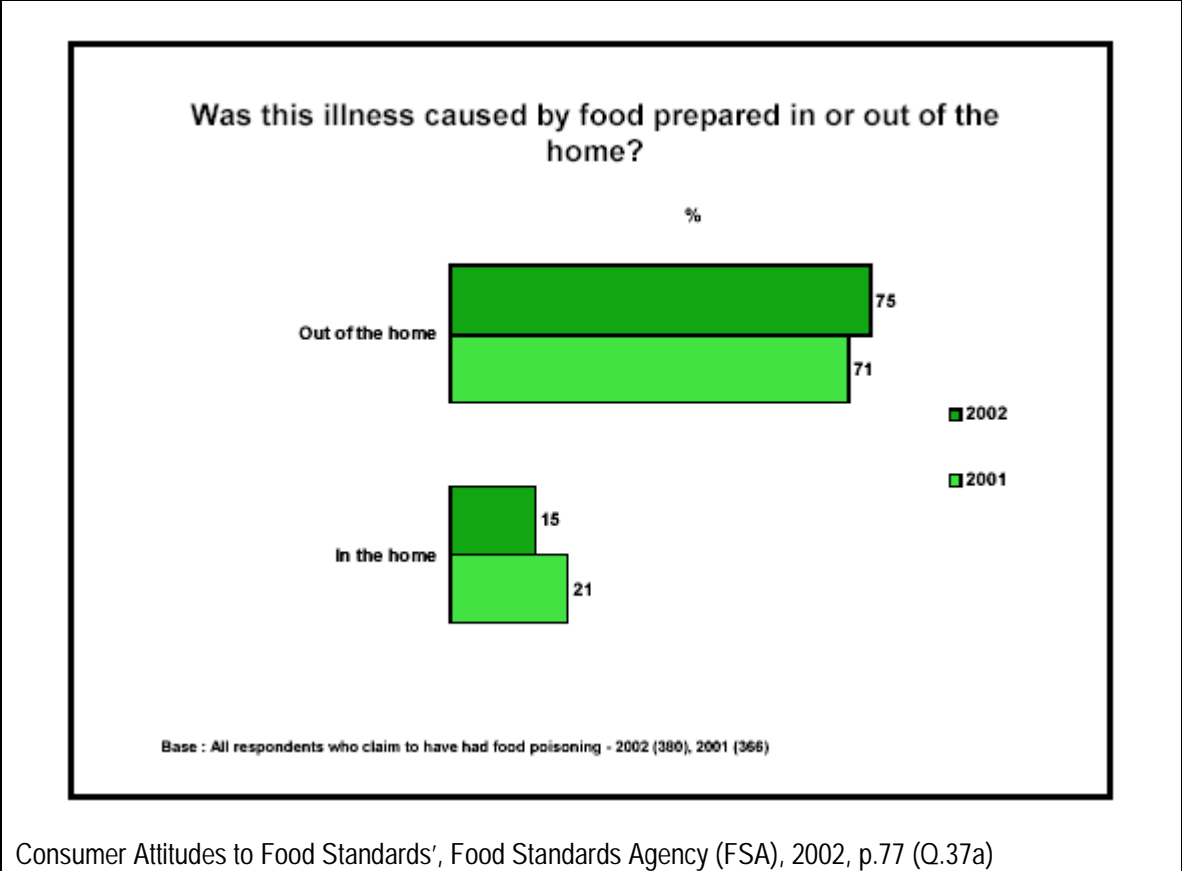
Food poisoning was, in all available studies, much more likely to be attributed to factors outside the home than food prepared at home.

This is true across research in New Zealand and the UK; however the biggest discrepancy exists in New Zealand (86% declared food purchased outside the home as the source of food poisoning, whilst only 6% declared food prepared inside the home to be the culprit).

In the 2002 UK FSA study 75% of respondents claimed illnesses were caused by food prepared outside the home, whilst 15% originated in the home.

| CAUSES OF FOOD POISONING | |
|---|----|
| [Those who said that they have experienced food poisoning over the past two years were asked:] | |
| <i>Thinking of your most recent experience - do you think your food poisoning was caused by food purchased outside your home, from contaminated products you used at home, or from food cooked at home?</i> | |
| | % |
| Outside home | 86 |
| Contaminated products | 1 |
| Food cooked at home | 6 |
| Volunteered – other | 4 |
| Unsure | 3 |

Base: 21% of respondents who said that they have experienced food poisoning over the past two years; [n=157].



5) Incidence of food poisoning reported

Similar low levels of food poisoning were reported across the New Zealand and British studies. 25% of respondents in the 2002 UK FSA study reported their food poisoning, compared to 31% in New Zealand.

INCIDENCE OF FOOD POISONING REPORTED

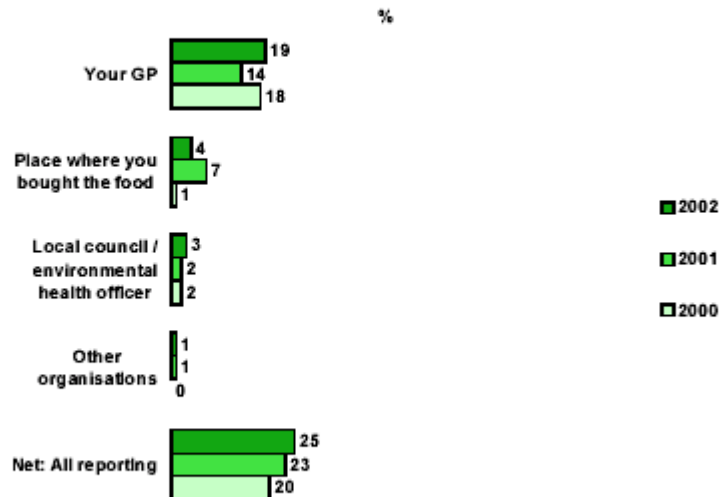
[Those who said that they have experienced food poisoning over the past two years AND declared that their most recent experience was caused by food purchased outside their home OR from contaminated products were asked:]

Did you report your food poisoning to anyone?

| | % |
|--------|----|
| Yes | 31 |
| No | 68 |
| Unsure | 1 |

Base: 87% of respondents who said that they have experienced food poisoning over the past two years AND declared that their most recent experience was caused by food purchased outside their home OR from contaminated products; [n=136].

Did you report the food poisoning to anybody?



Base : All respondents who claim to have had food poisoning - 2002 (380), 2001 (366), 2000 (363)

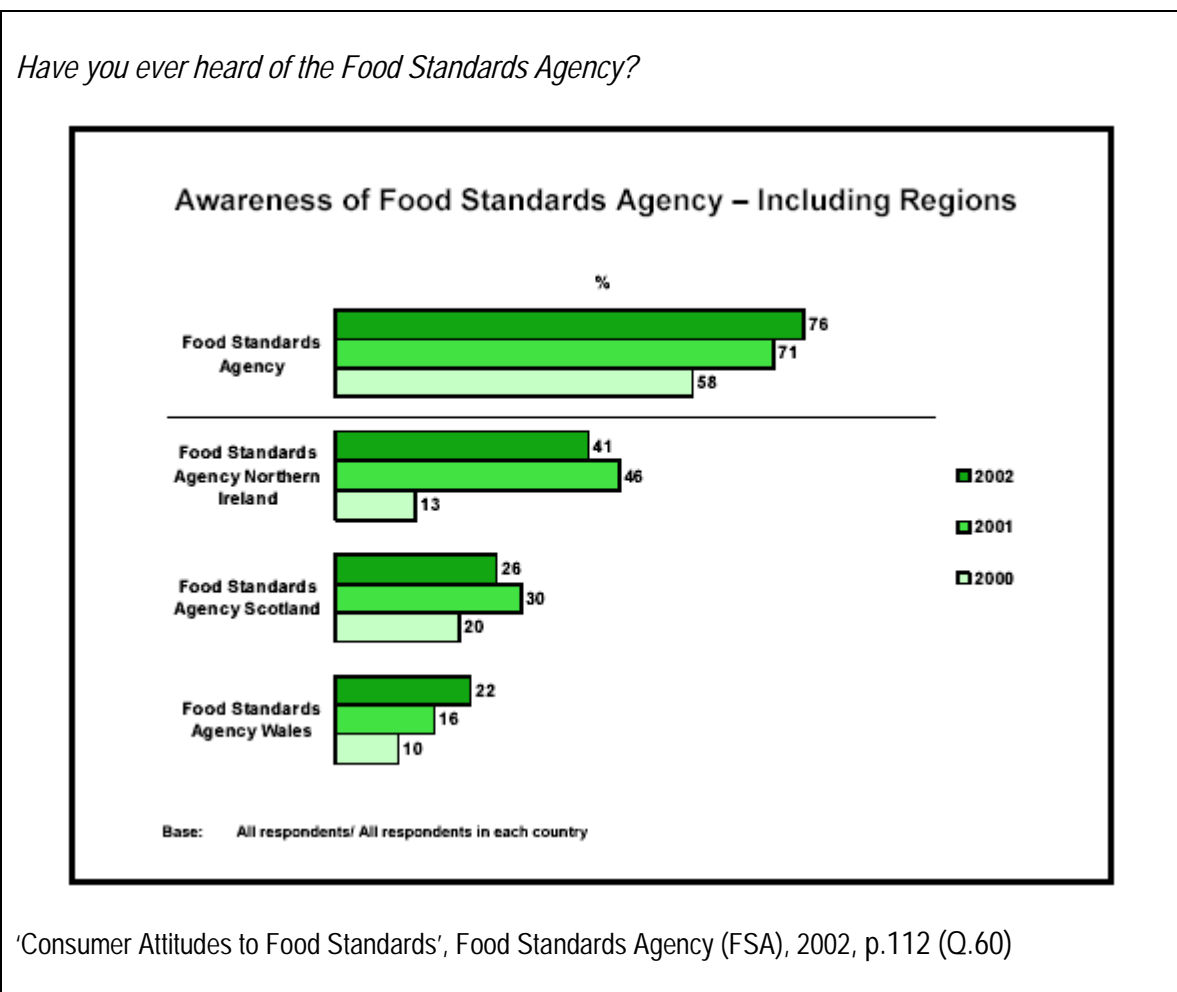
'Consumer Attitudes to Food Standards', Food Standards Agency (FSA), 2002, p.78 (Q.38)

6) Prompted awareness of NZFSA

On a prompted basis, 74% declared awareness of the NZFSA.

| PROMPTED AWARENESS OF NZFSA | |
|---|----|
| <i>Have you heard of the New Zealand Food Safety Authority?</i> | |
| | % |
| Yes | 74 |
| No | 24 |
| Unsure | 2 |
| Base: All respondents | |

On a prompted basis, 76% declared awareness of the UK's FSA (2002).



7) Source of information on food safety issues

The 2002 UK FSA study included a question which was somewhat comparable to the New Zealand study. Newspapers & Magazines (36%) Television (36%) and Supermarkets (32%) were the most common sources of food safety information.

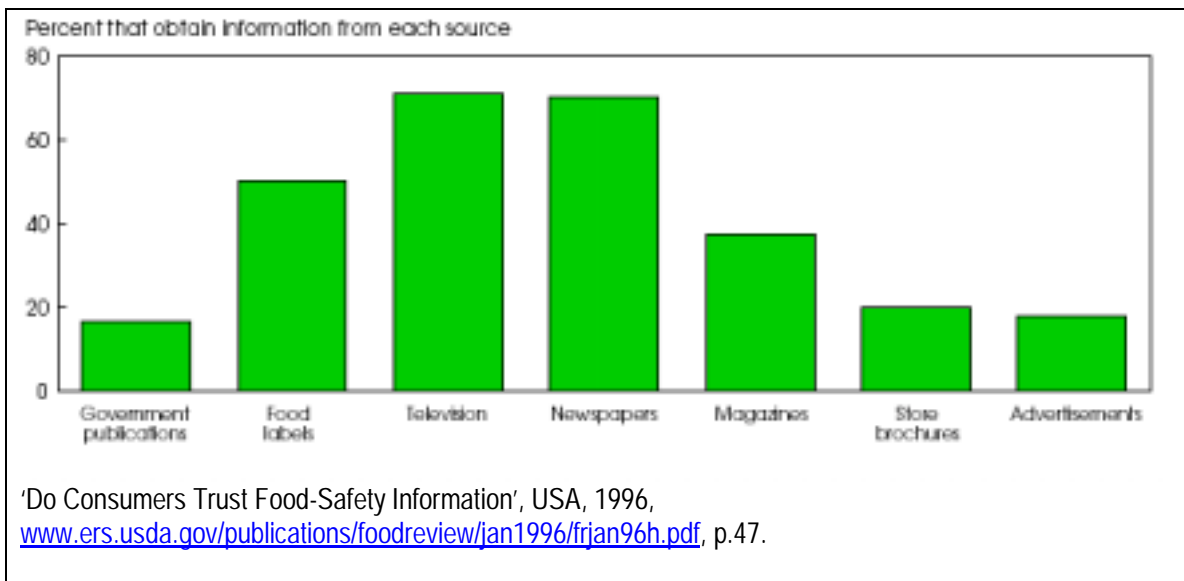
These were fairly similar to the results in New Zealand where Newspapers (49.5%), TV Programmes (36.9%) and Magazines (19.7%) were the most popular.

The New Zealand figures illustrate similar trends to those in dated American statistics on sources of information.

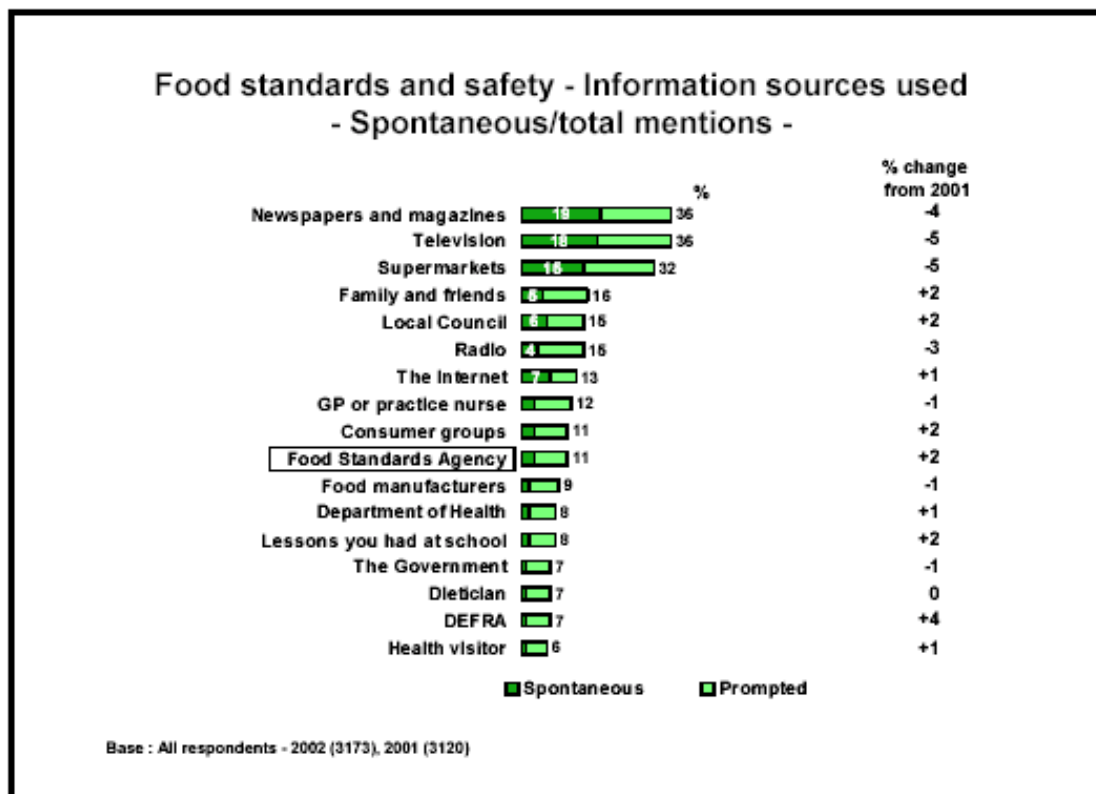
In the US study 70.1% of respondents mentioned newspaper articles and 71.3% indicated television shows and news were their main sources of food safety information.

| SOURCE OF INFORMATION ON FOOD SAFETY ISSUES | |
|---|------|
| <i>Where do you get most of your information on food safety issues?</i> | |
| | % |
| NEWSPAPERS | 49.5 |
| TV PROGRAMMES | 36.9 |
| MAGAZINES | 19.7 |
| WORD OF MOUTH | 8.2 |
| Word of mouth (3.3%), Workplace (2.8%), Relatives (2.1%) | |
| WORK EXPERIENCE (WORK WITH FOOD) | 5.2 |
| RADIO | 4.8 |
| INTERNET | 3.9 |
| UNIVERSITY / COURSES | 3.6 |
| COMMON SENSE | 3.3 |
| FOOD LABELS | 2.5 |
| LEAFLETS | 1.6 |
| BOOKS | 1.6 |
| SUPERMARKETS | 1.2 |
| OTHER | 2.0 |
| Chefs (0.8%), The media (0.7%), Health department (0.5%) | |
| UNSURE | 4.5 |

Base: All respondents; multiple response



Thinking about getting information about food standards and food safety in a general sense, what places, organisations or publications to you think it is possible to find out that sort of information from?



'Consumer Attitudes to Food Standards', Food Standards Agency (FSA), p.101, (Q.54a)

■ NZFSA Desk research references

Food safety concerns

EU Barometer study:

Source: www.europa.eu.int/comm/public_opinion/archives/eb/eb49/eb49_report_en.pdf
p.84.

USA - Source: www.ers.usda.gov/briefing/consumerfoodsafety/gallery/confid.htm

Canada - Source: www.ipsos-reid.com/pdf/media/mr011009tb.pdf

Specific food risks

Australia - Source: www.aihw.gov.au/publications/health/afn94/afn94-c03b.pdf

USA - Source: www.ers.usda.gov/briefing/ConsumerFoodSafety/gallery/risks.htm

UK - Source: www.foodstandards.gov.uk/yourviews/surveys/foodsafety-nutrition-diet/cas2002map?version=1 , p.62.

Australia - Source: www.industry.gov.au/media/department/2000/may/cmr147%2D00.doc

Specific pathogen types

USA - Source: www.fsis.usda.gov/oa/research/HACCPImpacts.pdf , p.8.

Knowledge of “high- risk” foods

USA – Source: www.fsis.usda.gov/orlando2002/presentations/scates/5 , slide 9

Venues

USA - Source: www.fsis.usda.gov/oa/research/HACCPImpacts.pdf , p.11.

Canada: Source: www.ipsos-reid.com/pdf/media/mr011009tb.pdf

Consumer confidence

USA - www.fsis.usda.gov/orlando2002/presentations/scates/5, slides 13, 14.

Behaviours

Practices

USA - Source: vm.cfsan.fda.gov/~dms/fssurvey.html , pp.2-3.

USA - www.fsis.usda.gov/orlando2002/presentations/scates/5, slides 8, 12.

Segmentation – AgriQuality (NZ)