

Sargento – Cheese Labeling Study

Summary of Results

July 19, 2010



Background and Objectives

- Sargento is part of a consortium of dairy companies preparing input to the FDA on the need for FOP labels on cheese. While the FDA is clearly interested in developing guidelines for FOP labeling on complex processed foods, the need for FOP labeling on individual dairy products such as cheese is less clear.
- In conjunction with the IDFA, Sargento conducted a study that determined the state of consumer knowledge regarding the ingredients and nutritional content of cheese in order to affect the perceived necessity for and development of FOPs.
- Specific research questions:
 - What level of understanding do consumers have currently around the main ingredient and nutrition of cheese?
 - Do consumers want additional FOP nutritional information on cheese?

Methodology and Sample

- Research was conducted via TNS' Express Online Omnibus between July 8-12, 2010.
- Sample composition consisted of N=1000 completes who are representative of the U.S. household population 18+ on age, geographic division, income, household size, household designation, market size, and 50/50 gender split.
- Among those, N=790 were primary grocery shoppers that have purchased cheese in the past 6 months.
- Qualified respondents were asked the following questions:
 - Primary Cheese ingredient – Open ended
 - Cheese Ingredients – Multiple selection
 - Factors considered when choosing cheese – Importance ranking of 8 factors
 - Additional information wanted on front of cheese packaging – Open ended
 - Does current cheese packaging provide adequate nutritional information – Closed ended

Summary of Findings

- There is no compelling consumer-driven need for enhanced nutritional or ingredients labeling on packaged cheese.
 - Consumers are currently knowledgeable about both the ingredients and nutritional profile of cheese.
 - Almost all consumers know cheese is made primarily from milk.
 - Consumers accurately identify cheese as providing calcium, protein, vitamin D, sodium and saturated fat.
 - Consumers choose cheese for flavor, not nutritional profile.
 - Variety (Cheddar, Mozzarella, etc.) is the most important choice variable for over a third of consumers.
 - When asked directly, over half of consumers say they do not wish for more information on the front of the cheese package, and few find the current nutritional information lacking.

The vast majority of packaged cheese buyers mention unaided that Milk is the primary ingredient in cheese.

Primary Ingredients in Cheese
Coded open-ended responses

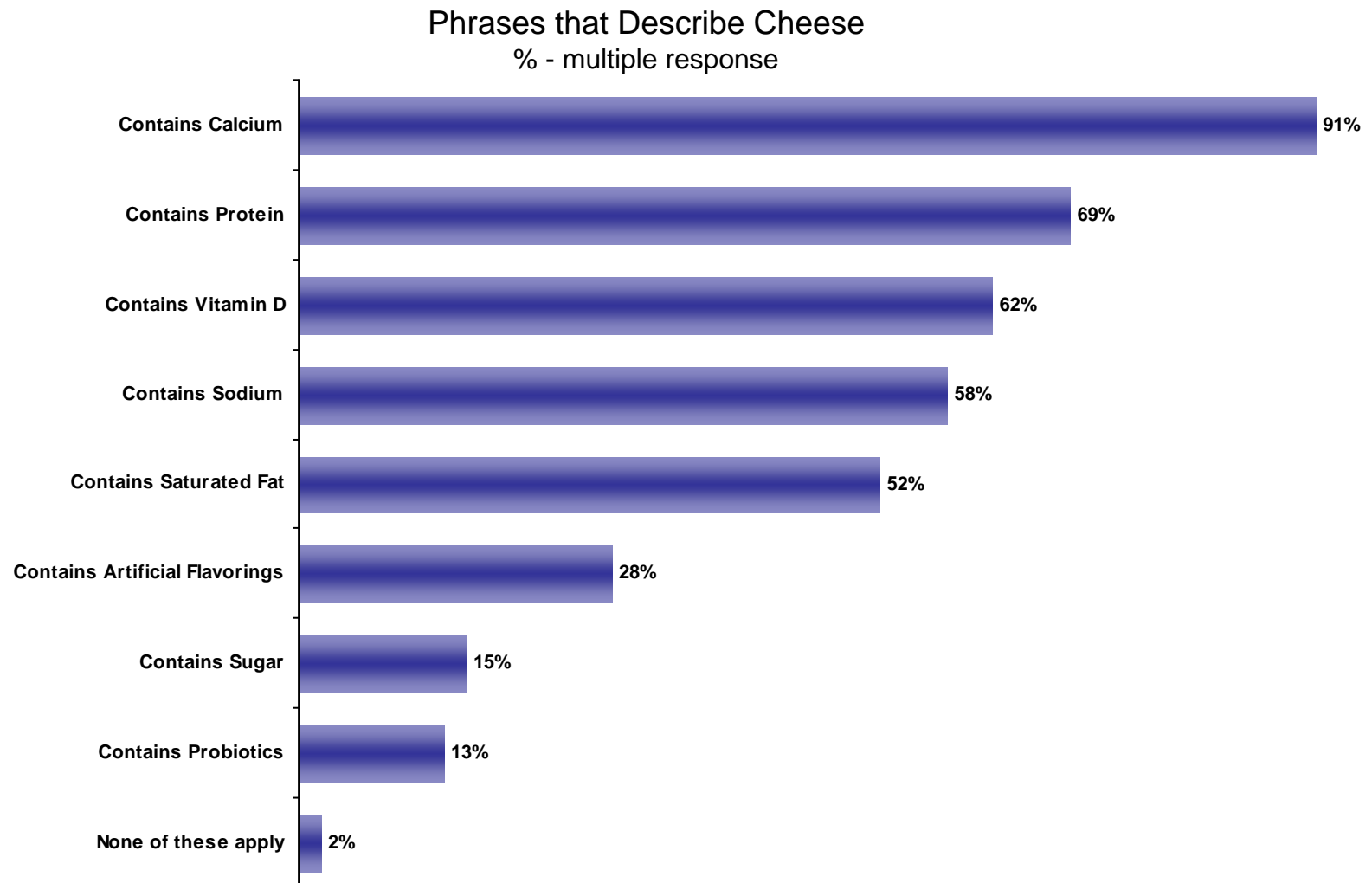
	Total (n=790) %
Dairy (net)	93
Milk (subnet)	86
Milk unspecified	84
Cow's milk	1
Cheese (subnet)	5
Cheddar	2
Mozzarella	1
American cheese	1
Cheese unspecified	1
Cream	1
Whey	1
Dairy products unspecified	1
Miscellaneous (net)	4
Fat/milk fats	1
Oil	1
Salt/sodium content	1
None/Nothing/NA	4



227. Next, we are interested in getting your input about packaged cheeses. Thinking about cheeses that you would buy in the packaged cheese section of the grocery store — cheeses that are shredded, sliced, or in blocks in varieties like Cheddar, Mozzarella or Swiss, what would you say is the primary ingredient in cheese?

Calcium is by far the most common ingredient associated with cheese, followed by Protein and Vitamin D.

- Over half of cheese consumers also associate Sodium and Saturated Fat as ingredients in cheese.

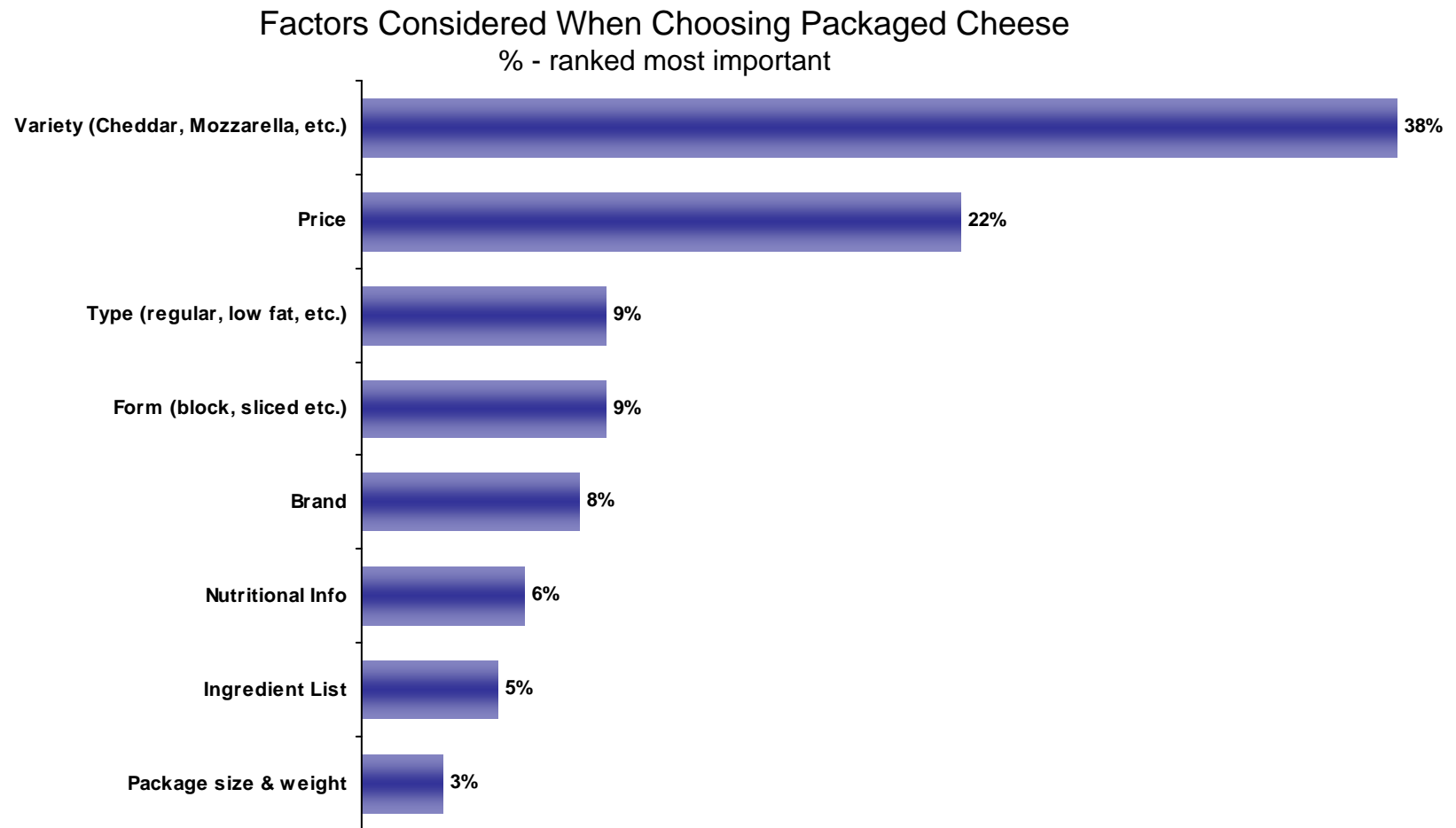


Q228. Below is a list of phrases that might describe cheese. Please put a check mark next to each phrase that you think describes cheese. You may check as many or as few phrases as you think describe cheese.

Base: N=790 Total Respondents who have purchased packaged cheese at a grocery store in the past 6 months

Over one-third of packaged cheese consumers consider the Variety the most important factor when buying cheese.

- Price is also of primary importance, while the remaining factors do not rank close to the top.



Q229. Now please think about going to the grocery store to buy packaged cheese. Listed below are the factors you might consider when choosing a packaged cheese. Please rank this list in terms of how important each factor is to you when buying packaged cheese. Please place a "1" next to the factor that is most important. Place a "2" next to the factor you consider second most important. Continue until you have ranked all of these items. The factor you consider least important in choosing a packaged cheese will have a rank of "8".



When asked to provide spontaneous comments, consumers think that current cheese packaging fulfills their information needs – the majority of consumers (61%) mention that no additional information is needed.

Additional Information Needed on Cheese Packaging
Coded open-ended responses

	Total (n=790) %
None/Nothing/NA	61
Health / Ingredients (net)	18
Calories	5
Fat content	4
Nutrients (subnet)	2
Calcium	1
Proteins	1
Artificial ingredients/chemicals/preservatives	2
Unspecified ingredients	2
Sodium content	2
Antibiotics	1
Carb content	1
Cholesterol	1
Hormones presence	1
Nutritional value	1
Product Type (net)	6
Organic/natural value	4
Milk variety	1
Type unspecified	1

	Total (n=790) %
Miscellaneous	6
Price/cost	2
Flavor	1
Serving size/size/amount	1
Weight/pound	1
Don't Know	5
Origin / Make (net)	4
Country/place of origin	3
Brand	1
Usage / Usage Instructions (net)	3
Expiration date/shelf life	2
Manufactured date	1
Recipe	1

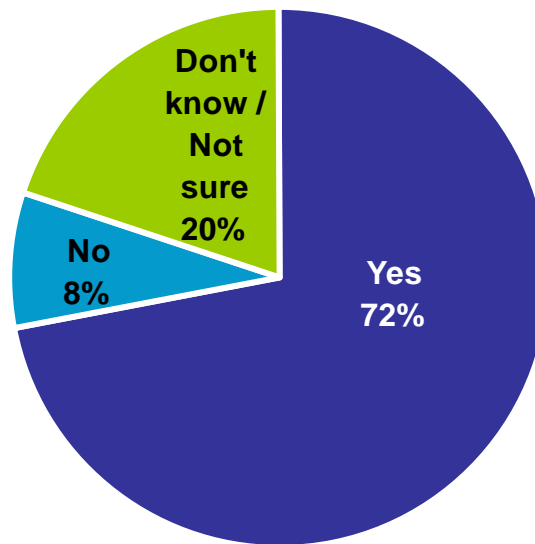
230. Now thinking again of packaged cheese, what additional information, if any, do you wish was provided on the front of the cheese package?

Base: N=790 Total Respondents who have purchased packaged cheese at a grocery store in the past 6 months



Almost three quarters of cheese consumers think that current cheese packaging provides enough nutritional information.

Does current cheese packaging provide adequate nutritional information?
%



Q231. Do you feel that current cheese packaging provides you with adequate nutritional information?

Base: N=790 Total Respondents who have purchased packaged cheese at a grocery store in the past 6 months