Consumers and Food Safety in the U.S.: Implications for Marketers, Retailers and Foodservice

Description: Consumers and Food Safety in the U.S.:
Implications for Marketers, Retailers and Foodservice

The nation's food supply is arguably safer now than ever. Yet concerns regarding foodborne illness remain a serious public health issue—a reality made clear by the almost daily appearance of headlines about food recalls and outbreaks of foodborne illnesses.

Packaged Facts' Consumers and Food Safety in the U.S.: Implications for Marketers, Retailers and Foodservice report examines the forces impacting consumer perceptions of food safety, as well as the ways marketers, retailers and foodservice companies are responding to these concerns. This all-new report uses numerous case histories to illustrate how a wide array of food industry players have handled food safety issues as the problems developed and examines the aftermath, from food manufacturers such as the now-making-a-strong-comeback Blue Bell to restaurants including the still-under-fire Chipotle. Also discussed are historical cases that have shaped how both consumers and the food and beverage industry respond to food safety concerns.

Scope and Methodology

The report covers both current events that are unfolding, impacting the food safety landscape today, and past issues that have helped shape current policy and consumer perspective. The analysis concentrates largely on two major topics: The Federal government's Food Safety Modernization Act (FSMA), which will begin taking effect in September 2016; and contamination of foods with pathogens/outbreaks of foodborne illnesses, which have been making headline news since early 2015. Among other food safety issues are allergens; mislabeled products; illegal chemical residues; toxins naturally present in foods; and bioterrorism and food defense.

Consumers and Food Safety in the U.S. draws on a proprietary Packaged Facts National Consumer Survey conducted in November-December 2015 with a sample size of 2,000 U.S. adults age 18+. The sample composition is representative of the national population by gender, age bracket, geographic region, race/ethnicity, household income bracket, and presence of children in the household. In addition, the report draws on data from U.S. government agencies (such as the Centers for Disease Control, Food and Drug Administration, and U.S. Department of Agriculture); industry publications, websites and blogs; literature from individual food and beverage marketers, retailers and foodservice companies; and other reports.

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