

# Consumer Focus Group Research Labeling Terms, Volume 1: “Raw Milk”

Prepared for:



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INTRODUCTION TO THE LABELING TERMS SERIES

**Background**

Dedicated to reinvigorating Wisconsin's dairy sector, the Dairy Business Innovation Center (DBIC) offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development.

DBIC has retained Voldedge, Inc. to conduct a series of consumer focus groups. These focus groups are used to evaluate concepts, products (i.e., taste test), labeling terms and/or labels among participating "client" dairy companies. ***During the course of these focus groups, consumers frequently shared their experiences and preferences for specific labeling terms. Starting with Focus Group #13, we began having consumers rate the importance of numerous labeling terms as time permitted in each session. A separate recap of the labeling terms ratings is provided on an ongoing basis as new groups complete the survey.***

**Objective**

The objective of this report is:

- o ***To serve as a pilot study of an in-depth exploration of one of the labeling terms ("raw milk"). If this report is valuable, we will expand it to include the remaining labeling terms.***

**Scope**

List of Labeling Terms.

A sample of the current "Labeling Terms" form can be found on the following page. The form shows the 19 labeling terms that consumers rate, during those focus groups where time permits. They rate each term on a scale of "1" to "5" where "1" is not at all important and "5" is very important to have on the label when considering purchasing artisanal cheeses.

Frequency of Mention of "Raw milk"

Following is a summary of the focus groups that have been conducted and the number of times the term "raw" in the context of "raw milk cheese" or "cheese made from raw milk" was mentioned in each focus group.

Number of Consumer Focus Group Discussions Concerning Labeling Term: Raw Milk						
	Date	Aided	Unaided	Total	Labeling Terms?	Rating (Rank)
1	2004-11-17	1	2	3	--	--
2	2005-02-23	0	0	0	--	--
3	2005-03-29	0	0	0	--	--
4	2005-05-24	0	0	0	--	--
5	2005-08-17	0	0	0	--	--
6	2005-10-18	0	0	0	--	--
7	2006-01-17	0	0	0	--	--
8	2006-04-20	0	0	0	--	--
9	2006-05-25	0	0	0	--	--
10	2006-07-27	0	1	1	--	--
11	2006-10-12	0	0	0	--	--
12	2006-11-16	0	0	0	--	--
13	2007-01-30*	1	0	1	YES	4.0 (8)
14	2007-01-31	1	0	1	YES	3.6 (20)



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15	2007-05-23	3	0	<b>3</b>	YES	2.7 (12)
16	2007-09-11	0	0	<b>0</b>	YES	3.3 (11)
17	2007-09-12				--	--
18	2007-11-27	0	0	<b>0</b>	YES	3.3 (11)
19	2008-03-19	0	0	<b>0</b>	--	--
20	2008-12-09	1	0	<b>1</b>	YES	3.3 (11)
21	2009-05-06	3	0	<b>3</b>	YES	2.4 (19)
	TOTAL	10	3	<b>13</b>		

\*Focus Group 13 included chefs and specialty food retailers.

### Sample Labeling Terms Form



DBIC	
IMPORTANT TERMS	
When looking for an artisanal cheese to purchase, how important are the following terms/items on the package or label? Scale: 1 = Not at all Important, 5 = Very Important	
rBST-Free	1 2 3 4 5
Organic	1 2 3 4 5
Certified Organic	1 2 3 4 5
Specialty	1 2 3 4 5
Artisan	1 2 3 4 5
Aged/Sharp	1 2 3 4 5
Hand-Crafted/Hand-Made	1 2 3 4 5
Homestead	1 2 3 4 5
Traditional	1 2 3 4 5
Old-World	1 2 3 4 5
Farmstead	1 2 3 4 5
Raw Milk (Cheese)	1 2 3 4 5
Pasture Grazed	1 2 3 4 5
Grass Fed	1 2 3 4 5
All Natural	1 2 3 4 5
From Wisconsin	1 2 3 4 5
Location of the cheesemaking facility	1 2 3 4 5
Description of the cheesemaking process	1 2 3 4 5
Description of the cheesemaker or cheesemaking family	1 2 3 4 5

### Participant Profile

All of the participants for the focus groups were recruited using the same methodology and screened using the same *GENERAL* criteria. After these criteria were met, and depending on the products being tested, participants for certain focus groups were recruited to represent certain characteristics such as where they shop or how many children live in the household.

All of the participants were screened to favor people who are “cheese lovers.” Voltage used existing consumer research from the Wisconsin Milk Marketing Board which identified the key characteristics of a “cheese lover” as those who agree/strongly agree to the following statements:

#### Food Attitude Screeners:

- “I think food is one of the major pleasures in life.”
- “I often prepare meals from scratch.”
- “One way I show my family I care about them is through the meals I prepare.”



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- “I’m willing to pay more for higher quality food.”
- “I go out of my way to get just the right ingredients for a meal.”

Cheese Attitude and Usage Screeners:

- “I buy a lot of cheese.”
- “I like the taste of cheese by itself, as well as on foods.”
- “I eat a variety of different kinds of cheese.”
- “I often use cheese when entertaining.”

### Format of Each Focus Group

During the focus group, the following procedure was used for each company’s concept, label and/or product evaluations:

- Presentation of concept, label and/or product, without discussion.
- Completion of a brief written survey asking participants to rate each concept, label or product without discussion.
- Upon completion of the written surveys (approximately 10 minutes), open discussion (approximately 10-15 minutes).

Most groups had from seven to 10 participants, and all took place in Madison except the January 30 and 31, 2007 groups which took place in Minneapolis, and the September 11 and 12, 2007 group which took place in Chicago.

### **DETAILED FINDINGS (Madison)**

Following are detailed mentions of the phrase “raw” as it pertains to **raw milk cheese**/cheese made from **raw milk**. We also searched all of the focus group reports for any mention of “unpasteurized” as this is a synonym for **“raw” milk**. These are organized chronologically from oldest to newest.

#### **November 17, 2004**

**During this session, participants were going to evaluate a label that had the term raw milk on it, so we specifically asked them to discuss **raw milk cheese** during the introduction of the session to understand their perceptions before we got to the discussion of the actual product label.**

**Raw milk cheese (More components in the milk to allow for fuller flavor development; aging a minimum of 60 days to ensure safety):**

- Until recently, it wasn’t really even available. But I think it is becoming more available, which I think is good because I think that taking out some of the chemical processing makes the cheese more flavorful.
- I had a baby two years ago, so I avoided it. I don’t know if it’s a justified concern or not, but I was concerned both about my health (being pregnant) and whether my baby’s system could handle it.
- It has the potential to be a problem...
- President’s brie had a problem in January where they had listeria in their cheese.

**In evaluating a cheese label later in the group, the participants offered the following (this same general comment was made three times pertaining to this particular label):**

- It doesn’t have any of the **raw milk** or any of the other stuff that tells you that this is a special, good cheese for you.

**Pertaining to another label concept, participants were asked why they liked or disliked the label:**

- “**Raw milk**” needs to be bigger.
- Has everything I care about (WI, small, long running dairy, **raw milk**, aged, all natural, etc.)



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### July 27, 2006 (Madison)

During this focus group, we evaluated a product concept for a line of cheese that was described as follows in the written description provided to participants. Note that on the cheese labels themselves, the term “unpasteurized cow’s milk” was used.

“...artisan cheeses are handcrafted with local farmers’ raw milk (rBGH free), formed in the traditional wheels, cheesecloth bound, and aged in their cheese aging cellars—forming natural, wild molds—which promotes the desired aging for full flavor development due to the natural rinds.”

A participant wrote the following positive feedback concerning the raw milk aspect:

- I like that they’re raw milk and natural mold; I like the parchment wrapping; I also like the names.

Regarding potential purchase intent, a participant wrote of high purchase intention:

- It’s local, raw milk, quality product

During this session, participants evaluated a label that used the term “made from unpasteurized cow’s milk.” One wrote for dislikes:

- “Unpasteurized”

As for purchase intent, one wrote:

- If convinced that unpasteurized milk is ok

### January 30, 2007 (Minneapolis)

During this session, which took place in Minneapolis, we first asked participants to rate labeling terms. Keep in mind that this group included chefs and specialty food retailers, not consumers.

This group rated it an average of 4.0 on a scale of 1 to 5, where “1” is not at all important and “5” is very important. This tied for fourth most important term, and one of the eight participants rated it the single most important term.

- I think that raw milk is on a huge, upward trend. There’s always . . . but, you know, I mean there are things like, Parmigiano Reggiano; it’s a raw-milk cheese. The only reason why they can sell it here is because it’s aged over 90 days and every few years, you find a bill sponsored by somebody coming up that wants to change that . . . and let’s not talk about the fact that all cheese is cooked, you know, I mean, you have to heat the milk in order to get it to curdle, so it’s kind of an oxymoron.

An additional comment a few moments later also was pro-raw milk:

- I mean, obviously, Europeans who, you know, promote raw- and artisan- and small-farm cheeses, it’s kind of where we learned or at least a lot of us learned what we liked. So local sourcings are becoming a big deal and we’re hoping that local sourcing can catch up. It’s different definitions for local. You can be statewide, you can be regional, the Midwest and, you know, you can be even further than that. So it depends on who’s calling what local. The St. Paul Farmers’ Market defines local as 150-mile radius.



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**January 31, 2007 (Minneapolis)**

This consumer focus group took place in Minneapolis. Participants filled out the labeling terms form, where “raw milk” was rated 3.6 in importance. After filling out the form, the first two comments included raw milk.

- Something would be very important to me, but I might think it’s negative. So I was a little confused about how to do that. For example, raw milk, for some reason I think of that of maybe un-Pasteurized or something. So it’s very important to me, but I wouldn’t want to buy it.
- Raw milk, or I have to say from Wisconsin. If it said it, fine, if not, it wasn’t important.

**May 23, 2007 (Madison)**

During this focus group, consumers did fill out a labeling terms evaluation. They rated raw milk near the bottom of the pack: an average importance of only 2.7, second only to “description of the cheesemaking process” which was rated 2.6.

During this focus group, participants evaluated a product concept for a raw milk seasonal cheese. This concept was rated highly (earning a 4.0 out of 5.0 for overall reaction to the concept, and earning a 4.2 out of 5.0 for likelihood to purchase).

In their written and verbal evaluations, however, the participants listed the following as “dislikes”:

- Raw milk.
- “Raw milk” is a term I’m a little unsure of.
- The term, raw milk, I’m unsure of. I guess I just grew up with the word, Pasteurization, being touted so much. I’m really unclear how that, you know, of what the qualities of raw milk are.
- You know, when I think of raw milk, I’ve drank that milk straight, warm from the cow and it’s not that pleasant. So that’s what, it’s maybe laying down with all that hay in your hair . . . so, but again, I mean, I wouldn’t purchase it, but again, like I said before, it’s important to have that word in there . . . you don’t really know.

During this group, we also asked if they had any questions about the concept. Two had to do with raw milk:

- What does raw milk mean in this case? Unpasteurized? What does “balanced soils” mean? And “terror” – territory? Terrain?
- Unpasteurized is important because you really need to know that, I think. I was thinking, if you are giving this to infants or if you are nursing or a pregnant woman, to me, it’s like a health concern. So I just think that people with certain health concerns, that’s a very important thing to know. And if it’s not on there, and it’s unpasteurized, I think it should be stated. It’s not important to me right now, but I just, in general, I thought it would be something that I think should be important.

In this focus group, we went even further with regard to labeling terms. We pulled out all of the atypical terms from the product positioning statement and asked participants to identify which terms they were not familiar with, which was their favorite term, how unique each term was, and how important each term was.

Two of the eleven participants were not aware of the term, and the group rated it second-lowest in both uniqueness and importance, relative to the other eight terms asked about.



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WISCONSIN CHEESE PRODUCT CONCEPT				
Label Statement	Unknown Terms	Favorite Terms	Uniqueness Rating	Importance Rating
Mineralized, balanced soils	33%		4.0	2.6
Terroir	44%		4.6	4.0
Seasonal cheese		33%	4.4	4.0
Grass fed		11%	3.9	3.7
Wisconsin Master Cheesemaker		11%	4.1	4.6
Organic		11%	3.0	3.7
Award winning		22%	4.0	4.3
Family farm		11%	4.0	4.3
<b>Raw milk</b>	<b>22%</b>		<b>3.3</b>	<b>2.7</b>
<b>Participant-generated terms</b>				
Local			3.7	4.3
Controlled			2.5	2.7
Certified organic			3.4	3.5
Ethical treatment of animals			4.2	4.2
Flavor description			3.6	3.7

During this same focus group, the group evaluated a label for another line of dairy products. This product line was described as “organic...made with both organic raw and pasteurized milk.”

When asked what they liked about the concept, one participant shared:

- Use of “organic,” “raw milk” called out plainly.

As for dislikes of the label, one participant shared:

- I couldn't get past the front side . . . and I don't mean that in a bad way, but it just seems if it was music, it would be discordant. The colors don't work and I thought it was interesting that the words, raw milk, were so big. They're like, bigger than the whole brand and everything. I liked the graphics, I liked the idea of the graphics, but I just think the colors, and the big, black thing has to go. That definitely bothered me.



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### September 11, 2007 (Chicago)

During this group, participants were asked to fill out the labeling terms form. They rated “raw milk” as an average 3.3 in importance, in about the middle of the pack (11<sup>th</sup> highest rated item). Also during this session, participants evaluated a fluid milk concept. Participants responded to a question about whether they thought this product would be more or less expensive than other milk. They thought it would be more expensive because

- From fresh milk, not pasteurized.

### September 12, 2007 (Chicago)

A concept for an artisan cheese did not use the term “raw milk” in its positioning statement, but one participant asked about it:

- Do they use raw or organic milk?

During this same group, the participants evaluated label concepts for another company’s cheese. The label included the term “**raw goat milk**”. One participant commented on that aspect of the label:

- As a non-goat milk person here, I’d lose the word raw, because raw, to me, most milk is pasteurized and it feels a little more sterile and clean. The word, raw, not so much, it gets you a little bit more nervous about what you’re going to eat, but that’s just me.

### November 27, 2007 (Madison)

During this group, participants were asked to fill out the labeling terms form. They also rated “raw milk” as an average 3.3 in importance; it was rated the 11<sup>th</sup> most important term.

In discussing labeling terms, one participant was describing why she rated the term “artisan” so highly – bringing in the topic of raw milk.

- Artisan. Well, it means that a lot of the things that are important, or it signals to me that a lot of things that I marked as important are important and are already there like, some sort of special attention that had to have been paid. And maybe it means **raw milk**, and maybe it means a really unique recipe. Hopefully, it means that it’s from locally-grazed, grass-fed cows and all that kind of stuff.

During this group, the participants evaluated labels and packaging types for a DBIC client whose cheeses were described, in the positioning statement, as made with raw milk. No specific comments were made about this aspect of the cheese.

### December 9, 2008 (Madison)

During this group, participants were asked to fill out the labeling terms form. They also rated “raw milk” as an average 3.3 in importance, also ranking 11<sup>th</sup> in overall importance.

Open discussion on labeling terms included the following verbal contributions from participants, all of which were neutral or positive.

- I rate it a positive, not that I’m completely always looking for it but if it’s there, then it’s usually, you know, it can be a good cheese.



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- I see it as a positive thing too. I don't know if really makes a difference. The taste, maybe, I really don't know.
- Because I was interested in learning how to make butter, I started reading about milk and cream. And I wondered what raw milk was, so I started reading about it and found that a lot of people, there are a lot of regulations against using it. But many find it very preferable. So I'm curious about it. I don't see it as negative, I see raw milk as a good thing.
- I just have noticed that sometimes it's on the labels of cheeses I'm drawn to, so I associate it with good cheeses but, you know, you couldn't blindfold me and get me to identify it by taste.

### May 6, 2009 (Madison)

During this focus group, participants completed a labeling terms form and then were asked to fill out two additional forms related specifically to **raw milk**.

During the labeling terms evaluation, respondents rated “raw milk” 2.4 in importance, dead last. None of the participants had any unaided input on the term based on the labeling terms evaluation section of the focus group.

During the next section of this focus group, we asked for input on the following form, prior to any discussion of “raw milk.”

CONSUMER TRENDS INPUT	
Before this focus group, what was your level of awareness to cheese made from <b>raw milk</b> ?	3.1
Based on what you know now, what is your attitude toward cheese made from <b>raw milk</b> ?	5.8

Scale: 1=Not aware to 5=Aware and certain of meaning  
1=Negative to 9=Positive

Before discussion with the group, or answering of any questions about **raw milk**, we asked participants what they liked about **raw milk**. Written comments were:

- There are no chemicals, antibiotics, steroids, etc. in the product.
- Pasteurization takes away some complexities. I like a variety, uniqueness in cheese. (Safety not an issue for me.)
- The **raw milk cheese** I've had was wonderful (flara) and care taken to produce it is important.
- The conditions under which the milk is utilized (**unpasteurized**) must be pristine!

Spoken “likes” were:

- I have a very positive outlook. I mean, I rated it high. I'm aware of it. The **raw-milk cheese** I've had is wonderful and that's important.
- I'm all for **raw cheese**. I like complex cheese and so I know that it's something that's going to help me get there.
- To me, it's more about it being more natural, and it's important to me that things are natural, and kind of getting back to basics, about not doing so much to our foods.



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- I rated it just slightly positive of neutral and I think I'll probably just keep it there. I did say in the beginning that I'm not afraid of **raw-milk cheese**. It's just that I am unfamiliar with it to rate my attitudes any higher.

### When asked for dislikes, the group shared the following dislikes in written format:

- Raw connotes "not ready for prime time" to me, perhaps because pasteurized always seems to be attached to milk and milk products.
- Don't know what features/flavors/textures that **raw milk** imparts to products.
- Because I am not sure of term and what the differences are.
- I am not afraid of **"raw" milk/cheese**; however I am still unfamiliar with it to rate my attitude as completely positive.

### Verbal “dislikes” included the following:

- Raw sounds 'not done', a little scary.
- It is the safety issue that makes it more of a negative for me.

### We then went into a general discussion on the term “**raw milk**”:

- I probably first became aware of the term from some pregnant friends that, 'uh, I can't have **raw-milk cheese**' because apparently, there are some things that pregnant women have to worry about when it comes to **raw milk**.
- Some labels I think have the term on them.
- Well, when I serve cheese made from **raw milk**, I get asked a lot of questions. So I need information about things like 'is it safe?' How do you know it's safe? What has been the process? Why do they advertise it as **raw milk**? A friend of mine, who's at my house a lot, will see **raw milk cheese** in my refrigerator and won't touch it because he's involved in a food safety laboratory business.
- I guess I'd like to know what the benefit would be to make products with **raw milk** versus Pasteurized.
- Yeah, what are the differences between Pasteurized and **un-Pasteurized cheese**?
- Is there a flavor difference, texture?
- Is it more expensive?
- Going along the lines of, is it safe, but more specifically, what can happen if things go bad? What is the risk here if I eat this **raw cheese** and I love it, am I going to get worms? What is it other than sick, you know?
- I would kind of like to know the opposite of that. To me, I'm kind of leaning the other way, like it's more natural. There's not all these preservatives and Pasteurization involved in the process, which makes me feel like that's going to be better for me than having chemicals or whatever they do to pasteurize the cheese.

### We also asked the group to share their expectations for standards or certification for “**raw milk**”:

- I don't know if it would matter if you could trace the milk back to the specific herd it came from. Not unless one of them was sick.
- It would make a difference though, if you knew that the cheesemaker knew the cows. Because if I trust the cheesemaker, and the cheesemaker trusts the farmer who's taking care of those cows, I have more of a connection to the whole process.
- Sanitation is the big issue.



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- Having something like the Certified Organic process for **raw milk**, it would give some more credibility to what you're buying.
- Well, if there was a government or industry entity specifically to oversee the **raw milk** process, it would be important that it be a group that doesn't have a vested interest in the outcome.
- Yeah but it could also work the other way and be sort of like, if there has to be a test for it that stamps it as okay, how dangerous is it?
- On the flipside, I like the idea of the stamp.
- I do too. It is just really approving the process, the sanitation. I don't really see it as anything different than a USDA stamp on a meat. There are all sorts of approval stamps on foods.
- But then without the stamp, would you not buy the product?
- Not necessarily. It might just make me think about it. That's interesting that you pointed that out because I think I may see a connection with the organic vs. certified organic. I always thought, I don't need it to be certified organic. I just need it to say it's organic because, this is probably years ago, but I remember small, organic farmers didn't have the money or resources to go through this process than getting the certified organic stamp. So I have this whole thing in my head that I don't need to see that stamp because of the little guy.
- What would this stamp or whatever say? It's like with organic, it's easy. Organic. What's this going to say?
- Safe, digestible.
- I would like to see some educational information from the industry. But I'd like to see a government entity or some kind of a laboratory entity do the verification.
- For me that's not going to influence my buying it, if there's a seal on it that says, safe. Education, I think is more important than the seal.
- I wonder, isn't there already some governmental entity going through these places where food is being made, you know, making sure that it's healthy? Maybe I'm wrong, but I assume that if it's on the store shelf, some governmental official has already looked at it.

### We then discussed the use of the term “**raw milk**” on labels:

- My assumption would be that a **raw milk** cheese would be more expensive for the consumer. And I'm basing it on assuming that the cheesemaker that is making **raw-milk cheeses** is making small batches, artisan, and so they would be more expensive.
- I'm just thinking that, especially if they're advertising the **raw-milk cheese**, it's a perception that I have that it's going to be more expensive.
- It seems like it might be cheaper for the farmer or the cheesemaker. You can have one less step in your production, you'll have less equipment, so maybe you can pass that onto the consumer because it costs you a little bit less in the production.
- Yeah but if all the Parmigiano Reggiano and all the Grana Padanos, and all these hard cheeses are made with **raw milk**, then there are those big producers that still make it with **raw milk**, so, it doesn't tell me that it's going to be more valuable or less valuable.
- So I think, label it. I have been eating it all my life, even though I wasn't aware of it. So if you add in **raw milk** to the cheese, would it change my perception of buying it or not buying it? I don't think so.
- The component to it about getting the complexities of the flavors and the enzymes that are working at it, you know, I'd like to know the age of the cheese, I think more so than if it's a raw cheese.

**Next, we shared this written definition of “**raw milk cheese**” and asked them to rate their attitude toward **raw milk**. It increased from 5.8 before discussion to 7.8 after discussion and sharing of a definition.**



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<b>DBIC</b>	
<b>CONSUMER TRENDS INPUT</b>	
<p>The <b>Raw Milk</b> Cheesemakers Association defines "<b>raw milk cheese</b>" this way:</p> <p>"Cheese produced from milk that, prior to setting the curd, has not been heated above the temperature of the milk (104° F) at the time of milking and that the cheese produced from that milk shall be aged for 60 days or longer at a temperature of not less than 35° F in accordance with US FDA regulations."</p>	
Based on this definition, what is your attitude toward cheese made from raw milk?	7.1

Scale: 1=Negative 9=Positive

**Reasons for positive attitudes toward cheese made from raw milk after reading a definition included:**

- There is a process in place to safeguard the cheese plus it creates a nuanced and more complex product.
- It's keeping the process natural while at the same time safe.
- For me is just a different process required for the making of certain cheeses.
- I'll continue to eat both, and really have no preference.

**Reasons for negative attitudes toward cheese made from raw milk after reading a definition included:**

- General public thinks that heating/pasteurizing milk creates safety. The definition does not address that belief.
- This definition tells me **raw milk cheese** is safe but it doesn't tell me it is inherently better than non-raw milk cheese.
- Boring legalese.
- This definition is so clinical would prefer a softer description for consumer.



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We then asked participants what questions they had about **raw milk cheese**:

- Health benefits. More or less allergy reactivity than pasteurized?
- Does it taste better/different?
- I'd like to taste test side by side cheeses raw and pasteurized to test the assumption that raw has a more complex flavor profile.
- Would really change the flavor or how would it change the flavor?
- Most of my questions were answered in the discussion and Janet's information.
- None, now.
- None, now.

We asked participants to identify the biggest reasons the average consumer *would* be receptive to **raw milk cheeses**. Their responses:

- Health, taste and quality of product.
- It's natural.
- Fewer processing steps, less manipulation of product, may be more nutritious.
- If the cheese has better flavor, then the consumer would be interested.
- Flavor
- Taste, cost.
- They taste good and they are safe.
- More education

We also asked them to identify the biggest reasons the average consumer *would not* be receptive to **raw milk cheeses**

- Food safety concerns
- The word "raw" is scary - people may fear it is not safe.
- Fear of raw, connotes un-done, less pure, harmful.
- Misconceptions about safety.
- The lack of pasteurization, but most wouldn't know (as was my case) that **raw milk cheese** had the 60 day holding period.
- They are afraid of harmful bacterias that may be present without pasteurization.
- Safety concerns. Also unusual, something other than "Kraft".
- Not knowing the difference between the processes.