

Appendix C

Qualitative Discussion Guide

Community Attitudes Tracking Survey Developmental Qualitative Research for Food Standards Australia New Zealand

This discussion guide is intended as an outline only. There will be considerable scope within the discussion for exploring issues as they arise. Questions are indicative only of subject matter to be covered and are not word for word descriptions of the moderator's questions.

INTRODUCTION AND CONTEXT 5 MINS

- Introduce self
- Introduce company and the types of research we do
- Thank the participants for their time
- Topic: Today we are talking about food regulation and related issues.
- We're interested in opinions and views, all opinions are valid and respected
- Housekeeping (turn off phones, toilets, talking one at a time)

WARM UP AND BACKGROUND 5 MINS

(Here we want to start building rapport with participants and help them relax)

- First name, who lives at your house?
- What are the main things you think about when buying food

CURRENT SHOPPING BEHAVIOUR 10 MINS

- Lets talk more about shopping and cooking. What sorts of food do you eat at home? Do you eat much pre-prepared foods? How pre-prepared, sauce mixes, frozen dinners, etc.
- What are the things that affect your shopping and cooking? What about price, taste, convenience, brand, labels, healthy?

AWARENESS OF FOOD RELATED ISSUES 50 MINS

- What do you think are the big issues that face the food system these days? What has changed? What things do you worry about? (probe understanding of specific issues – what do you know about that issue? How did you find out about that? Why do you think it is a problem/issue?)

Food Safety

- Have you ever thought about food safety? What do you think that means? Why is it important? What about additives, pesticides, chemical contaminants?
- What do you think is a problem in this area? Which ones are more or less of a problem? (specifics might be food service hygiene, home hygiene, imported food, additives, genetically modified foods, irradiation, organic production, environmental impacts of food)
- What things have to happen for good food safety in restaurants and food service businesses?
- What things can you do about food safety? What things do you do about food safety at home? What can happen if you don't practice good food safety?

- Have you, or anyone in your family, experienced food poisoning? Did you see a doctor for treatment? Were you able to identify the cause of the food poisoning?
- What things have to happen for good food safety in restaurants and food service businesses?

Food labelling

- When you are considering buying packaged food, what information is important to you? What information is critical in your buying decisions?
- Do you use food labels? How well do you think you are able to use food labels? What makes it easier? What makes it harder? Do you use them differently for different types of foods? Do you use them differently depending on who you buy for? Why?
- Do you have enough information about food labels? What would you like to know about food labels?
- Is there anything that is new or different on food labels in recent years? (could include endorsements, claims, contact details, ingredients, allergens, expiry dates, country of origin) Is there enough information? Is there too much information?
- How much do you trust the information on food labels? What affects this trust?

AWARENESS OF FOOD REGULATION SYSTEM

20 MINS

- Are there rules and regulations that affect the way food is provided to consumer? What are they?
- Who makes these rules? (Federal/state/local governments, private bodies?)
- Who enforces the rules?
- How confident do you feel that someone is looking after these things?
- Why do you think we have these rules? What are the advantages of these rules? What are the disadvantages?
- What things would you like to see changed?
- What sorts of things would you like to hear about? Where would you expect to hear these things?

ANY OTHER COMMENTS?

THANK AND CLOSE

