



Consumer Perceptions Honey Origin and Ingredient Claims

Research Report for
Canadian Food Inspection Agency (CFIA)

June 2006 (*Revised July 2006*)

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Executive Summary

This report represents the culmination of four focus groups in Calgary and Montreal. The focus groups were conducted among members of the general population who purchased honey or honey products within the past six months. The study investigated three sets of interrelated issues: whether consumers were misled by honey representations on product labels; the degree to which they were misled; and, the seriousness of the issue

The findings of the research suggest that people were misled in both areas under investigation: the country of origin and the ingredients claim for products claiming to contain honey.

Factors such as product packaging, labelling, common name and brand and trade name, grades, legibility, predominance and presentation of information, and even product colour all have the potential to impact on the classification, and impression created, of a particular product.

The degree to which people were frustrated by the misrepresentation varied. Participants were generally more vocal and upset about the highlighted ingredient claims than they were about the country of origin. Certainly fewer participants currently make honey purchase decisions based on country of origin.

Where country of origin is concerned, most participants would prefer that the country of origin be clearly marked beside the grade. Although few would make purchase decisions based on country of origin, there is a desire to know where the honey originates from; particularly in the context of allergies and other environmental considerations. There is also a desire to support and buy from local producers to support the Canadian economy rather than international imports.

Consumers believe that products which highlight ‘honey’ contain some proportion of honey. There is a sense that honey is a healthier sweetening alternative, as well as a sense that honey has become a common flavour and way to market products that contain honey. In the case where the misrepresentation referred to the ingredient claims, some suggested adding the word “flavour” to the label description. When asked, most participants argue that the word flavour suggests that the highlighted ingredient is not contained in the product. Other potential improvements included adding words “with honey” or referencing the specific honey content as a percentage in the ingredients list.

The reference to the pasteurization process on honey is not something that is consulted or utilized by most participants. Among the minority who do refer to this process, they are comforted to know that something has been done to the product. They do not buy into the fact that the pasteurization process only prolongs shelf life. They believe that the reference to the pasteurization process should continue to appear on honey labels.

Résumé

Le rapport présente les résultats de quatre groupes de discussion tenus à Calgary et à Montréal auprès de consommateurs qui ont acheté du miel ou des produits contenant du miel au cours des six derniers mois. L'étude tentait de répondre à trois questions interreliées. Les étiquettes des produits sur lesquelles on peut lire « miel » trompent-elles les consommateurs? Dans quelle mesure les étiquettes sont-elles trompeuses? Quelle est l'importance de cet enjeu alimentaire?

Les résultats de la recherche révèlent que les gens se sentent effectivement trompés à deux égards : le pays d'origine et les étiquettes qui portent la mention « miel ».

Les facteurs comme l'emballage, l'étiquette, le nom et la marque du produit, la catégorie, la lisibilité, la prédominance et la présentation des renseignements ainsi que la couleur sont tous à même d'influencer la classification d'un produit et l'impression créée.

Le degré de frustration des gens par rapport à la fausse représentation varie. Les participants ont généralement trouvé plus fâcheuse la fausse représentation concernant la mention d'un ingrédient vedette que celle concernant le pays d'origine. En fait, il semblerait que peu de participants tiennent actuellement compte du pays d'origine lorsqu'ils achètent du miel.

La plupart des participants aimeraient que le pays d'origine soit clairement indiqué à côté de la catégorie du produit. Bien que le pays d'origine influence les achats de seulement quelques participants, ils sont tout de même nombreux à s'intéresser à cette information, principalement pour des raisons d'allergies et des considérations environnementales. En outre, les participants ont manifesté la volonté d'encourager les producteurs locaux pour soutenir l'économie canadienne au lieu de favoriser les producteurs étrangers.

Les consommateurs croient que les produits qui comportent le mot « miel » contiennent une certaine quantité de miel. Ils ont l'impression que le miel est un produit sucrant plus sain que d'autres, une saveur maintenant connue et qu'il s'agit d'une façon de commercialiser les produits du miel. Par ailleurs, certains participants ont suggéré d'ajouter la précision « saveur de » sur l'étiquette pour éviter toute fausse représentation. La plupart des participants ont répondu que le mot « saveur » signifie pour eux que le produit ne contient pas l'ingrédient mis en évidence. Une autre amélioration à apporter

serait de préciser qu'il « contient du miel » ou encore de préciser la quantité exacte de miel du produit dans la liste des ingrédients.

La plupart des participants accordent peu d'importance à la mention « pasteurisé ». Ceux qui la remarquent disent qu'elle les rassure et qu'elle indique qu'on a fait quelque chose au produit. Les participants ne croient pas que la pasteurisation ne fait que prolonger la durée de conservation du produit. Selon eux, le terme « pasteurisé » devrait continuer à apparaître sur les produits du miel.

Introduction

Decima Research is pleased to present the following report based on the findings of qualitative research conducted on behalf of the Canadian Food Inspection Agency (CFIA). It is based on the results of 4 focus groups with Canadians.

The specific objectives of the research were to determine:

- Whether consumers were misled by the Canada Grade name with respect to the country of origin of honey, particularly in relation to Canadian honey blended with imported honey that is packaged in Canada;
- Whether they were misled by honey representations in words, pictures, and graphics on the label, such as brand names, common names, flavour representations, and product packaging on product that contain little or no honey;
- The degree to which they were misled;
- The seriousness of the issue; and,
- What labelling information provides an accurate and understandable representation of the food with respect to origin and ingredient claims for consideration of possible solutions.

Over the course of two weeks in mid-June, Decima Research conducted a series of four focus groups in Calgary (June 7, 2006) and Montreal (June 14, 2006). Three of the four groups were conducted in English and one was conducted in French.

After careful review of the Statement of Work and following a project kick-off meeting with the client authority, Decima Research designed the screener and moderation guide. Once approved, they were translated into French by Decima's in-house translation department.

Recruitment was conducted at Decima's facilities the week prior to the groups. Participants were screened so that only those who purchased honey or honey products within the past six months were recruited for participation.

Research Findings

Purchase and Consumption Behaviour

Honey

The focus groups began with a general discussion of honey purchase behaviour. This warm-up provided useful context for the remainder of the discussion.

The majority of participants buy honey on a fairly regular basis. Honey seems to be a staple that participants keep in their cupboards and something that participants use fairly regularly. Most suggest that they purchase honey at least every few months, which is not particularly surprising given the screening for the groups.

When asked why they buy honey on a regular basis, participants suggested that they most commonly use honey as a sweetener because it is felt to be a more natural, healthy alternative to sugar. It was interesting to note the frequency that participants used honey to cook, bake, and make their own sauces.

“I use it in my tea. I also use it to make bread dough.”

“We use honey as a substitute for sugar or glucose. It’s liquid sugar.”

“It’s healthier than sugar or artificial sweeteners.”

“I use it to make my own honey barbecue sauce and my own honey mustard sauce.”

The criteria that participants use when making choices about which products to buy varies for each respondent:

- Some select products based on their allegiance to the product: they buy the one they know and recognize.

“I generally stick to the one I know. I like the one with the little bee on it.”

- Others buy the least expensive product or the product that is on sale at any given time.

“I buy the cheapest one that’s available.”

- Still others buy the product that is the easiest to pour and keep clean such as squeeze bottle format.

“I buy the one that’s easiest to pour.”

Many participants purchase honey at local farmers markets or specialty stores. In Calgary in particular, many respondents experimented with honeys of different plants and varieties. The remainder of participants purchase their honey at the local grocery store or at warehouse stores where they can get more bang for their buck.

It is interesting to note that in the initial discussion, when prompted on an unaided basis, few respondents suggest that they make a honey purchase decision based on the country of origin or based on whether a product is ‘pasteurized’ or ‘non-pasteurized’. This is important to note in light of the research objectives and as a comparison for findings further in this report.

Products Containing Honey

Participants don’t generally think of honey products spontaneously. With some prompting, some participants mentioned having purchased cereals and granola bars with honey. Many don’t tend to buy honey products such as prepared sauces and mustards, preferring to make their own with real honey. However, given the screening used to select participants, this practice may not be representative of the occasional purchaser of honey.

Honey Grade

One of the primary objectives of the focus groups was to assess whether consumers were misled by the use of the Canada Grade name with respect to the country of origin labelling on honey; the degree to which they were misled; and, the seriousness of the issue.

To that end, participants were asked to participate in two separate exercises: an initial first impression exercise that was set up to replicate a shopping experience and a more in-depth individual investigation of the product label.

In Calgary, participants were given four products to examine:

Two products which were a blend of Canadian and Argentine honey.	Canada No. 1 Grade
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One product which was only Canadian honey.	Canada No. 1 Grade
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One product made with Australian and Argentine honey.	Grade No. 1
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In Montreal, participants were given eight products to examine:

Four products which were a blend of Canadian and Argentine honey.	Canada No. 1 Grade
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Three products which were only Canadian honey.	Canada No. 1 Grade
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One product made with Australian and Argentine honey.	Grade No. 1
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Exercise One: Initial Assessment – Product Overview

Participants were initially asked to give their overall first impressions to the honey products. The purpose of this discussion was to get a general sense of participants' level of knowledge regarding the country of origin and to identify the indices that influence participants' opinion one way or another.

The following points can be made about the preliminary discussion about honey grades and country of origin:

- **First, most participants were not aware of the fact that honey was graded; and, few, if any participants in either Calgary or Montreal currently refer to the grade when making a honey purchase decision.**

While most participants are accustomed to seeing grades on products such as beef and eggs, few noticed or refer to a grade when purchasing honey.

- **Second, most were not aware that honey sold in Canada that is marked Canada No. 1 sometimes comes from other parts of the world.** There was a sense that given honey is commonly produced in Canada, the product in the stores is often Canadian.

“We make lots of honey in Canada, so why would they bring it from the States.”

“We are a honey-producing country, so I'd assume that it's Canadian honey.”

- **Few participants distinguished between the two grades: Canada No. 1 and Grade No. 1.** There seemed to be a lot of confusion with respect to whether or not the import grade name, Grade No. 1, was based on the same grading standards as the Canada grade.

“Canada No. 1 or Grade No. 1, it doesn't matter. It just means that's the good honey.”

“Both grades suggest that the product has been inspected, that the product has some sort of quality.”

“I would say that Canada No. 1 meets the Canadian standard, and the other one, I have no idea.”

“To me, it means [Store X] is putting more effort into marketing because they're saying it's from Canada.”

- When asked to determine the country of origin for each product, what we saw is that participants use a variety of indices including: **recognition and association with a particular brand, label design, packaging, and the grade mark on the label.**

“It comes from Canada because it’s [Brand X]. I kind of remember it from my childhood. It’s still around.”

“[Brand X] has always been from Canada.”

“This is one of those no-name products which means it’s Canadian.”

“This label looks oriental in design. The style of the cartoon and everything else about the label suggests to me it’s Asian.”

“I see that it says Canada No. 1 so it must be from Canada.”

Exercise Two: In-depth Investigation

As a follow-up to the initial overview, participants were asked to examine each product separately in greater detail and to determine where the product originated. This was done as a pen and paper exercise.

As the groups progressed from first impressions to in-depth investigation, a number of interesting findings emerged:

1. **Based on first impressions of the product and label, in many instances, participants had incorrectly identified the country of origin.** This was true whether they used the brand name, label design, packaging or the grade to identify the country of origin.

This suggests that the country of origin is either not clearly identified or not in a prominent position on the label such that consumers can easily identify the country of origin at a quick glance.

2. Setting aside first impressions, **when respondents are permitted to handle the jars and read the labels in greater detail, for the most part, they are able to correctly identify the country of origin.**

“The fact that it’s still got the two countries on it is open enough. It’s not trying to hide anything or anything like that.”

3. While participants are often surprised by the country of origin, **they do not feel the product is misleading or misrepresented** but for one notable exception:

On one of the products tested, the English country of origin statement follows the French ingredients list. Many participants, particularly those in Calgary who did not read the French information, had difficulty finding the country of origin on this product.

Other information that appeared on this container led consumers to often incorrectly identify the product as coming from ‘Canada’s far north’ or Toronto where it is packaged.

More than any other product, this was a source of some frustration for participants. Most felt that this product, in particular, needed to be more clearly labelled. At a minimum, the reference to country of origin in English should follow the English ingredients.

“I think that’s a little misleading. It doesn’t matter to me that it’s Argentine honey but I think they should say it and not hide it within the French portion.”

“I think it’s hidden.”

“It’s almost like they’re trying to hide it.”

“It is a misrepresentation, but you know what? There are bigger things in life for me to be concerned about.”

For obvious reasons this labelling was less of an issue in Quebec; however, there were still one or two people in each group who incorrectly identified the country of origin.

4. **In general, participants do believe that it is important to clearly label the country of origin on honey.** Participants argue that environmental considerations in other countries and increased awareness of allergies make it important to offer the consumer adequate information about where the food they’re eating is from.

“I wouldn’t trust this honey because it comes from a third world country.”

“I would be maybe okay with the Australian honey, but it’s just that Argentina has lower standards.”

“I wouldn’t buy it because it’s not made in Canada.”

5. **Most participants have increased confidence in Canadian products and would alter their purchase habits to buy Canadian honey.** This is mostly borne of a desire to support the Canadian economy but also of the increased confidence in home grown products. Some participants argued that they would buy Canadian honey even if it was slightly more expensive than honey from another country.

“It matters to me because it supports our economy. I hadn’t considered it before, but I will from now on.”

Pasteurization

A small portion of the discussion was spent probing the reference to the terms ‘pasteurized’ and ‘non-pasteurized’ on honey labels.

Few participants currently make honey purchase decisions based on whether the product is pasteurized or not. Indeed, most participants had never noticed either of these terms on honey labels before. Again, we also found through the course of our warm-up discussion that no one volunteered pasteurization as a honey purchase criteria.

However, when prompted, some participants, usually 1 or 2 in every group, said that they did check to see whether honey was pasteurized or not. For these participants, pasteurization is important because it signals that something has been done to the product. These participants were generally very resistant to the fact that the pasteurization of honey was done purely to prolong the shelf life of the product; and, not to remove bacteria or to improve the safety of the product.

Among those people for which the terms ‘pasteurized’ or ‘non-pasteurized’ resonated, there was a sense that the term should continue to appear on honey labels.

Ingredient Claims

The focus groups also set out to explore whether consumers were misled by honey representations in words, pictures, and graphics on the label, such as brand names, common names, flavour representations, and product packaging on products that contain little or no honey.

Again, participants were asked to participate in two separate exercises: an initial first impression exercise of the product packaging and a more in-depth investigation of the product ingredients list.

In total there were fourteen products tested including:

- Three cereal products
- Two mustards
- One barbecue sauce
- One instant noodles
- One yogurt product
- One honey sauce
- Three granola bar products
- One bread product
- One graham cracker product
- One potato chip product
- One chicken wing product

Exercise One: Initial Assessment – Product Overview

Participants were initially asked to give their overall first impressions to the honey products. The purpose of this discussion was to get a general sense of participants' expectations of honey content and to identify the indices that influence participants' opinion one way or another.

Based on the preliminary examination of the front packaging, we would make the following points:

1. **All of the participants believed that each of the tested products contained at least some proportion of honey.** While the proportion varied according to the category of product, there was a sense that based on the information on the front panel honey was definitely an ingredient in all of the tested products.
2. **In addition to reference to the word honey as a product ingredient, participants also pointed to a number of indices to confirm their assumption about the inclusion of honey in the products:**
 - The use of visuals such as honey-filled honeycombs, bumble bees, and a chalice dripping of golden honey; and,

- The golden honey colour of certain products such as honey mustards and the golden colour of certain packaging.
3. **To gauge the amount of honey in a given product, participants relied heavily on their experiences rather than the labels. They relied on:**
- Their experience in making similar products
 - The taste/sweetness expectation
 - Form of product (dry product like noodles)
4. Translating these observations into reality, participants made the following initial assumptions about some of the product categories:
- **Participants initially volunteered that the honey content in products that are generally considered “healthy” is quite high.** They suggested that the amount of honey in products like granola bars, yogurt and bread was generally high, as it is an important ingredient. Some people argued that given honey is a natural ingredient, it fit well within the views of these products.
 - **Where barbecue sauces and mustards are concerned, participants generally felt that given the product colour, consistency and taste, and experience making the products at home, that honey was an important ingredient.**
 - **Reaction to cereal products was generally mixed.** Some people felt that honey was an important ingredient as a replacement for sugar. Others suggested that the honey content was likely quite low because their understanding of cereal products was that they contained a lot of sugars.
 - **As for the potato chips and instant noodles, few participants believed there was much honey content because of the consistency of the product.** In this case, participants reasoned that honey is generally sticky which is not consistent with their expectations of potato chips and pasta noodles.

“I don’t think there would be much honey on the potato chips.”

- 5. For many participants, honey has become a token flavour option rather than a sought after, high quality ingredient or one participants are willing to pay a premium for.** Indeed no one suggested that they would pay extra for products claiming to contain honey; arguing that honey has become a common flavour option.

This, however, is particularly interesting in that it does not coincide with their tendency to use honey as a more natural sugar substitute which suggests that people distinguish between natural honey and products claiming to contain honey.

- 6. This suggests that people tend to regard products highlighting honey with a higher degree of scrutiny.** The research suggests that consumers naturally assume that not all is as it appears on the packaging.

How serious is this issue?

As participants moved beyond the packaging into a more detailed examination of the ingredients list, some participants were generally upset about the labeling of some of these products. The degree of their disappointment depended a lot on the type of product, but according to some, there was a true misrepresentation of the honey content in some of these products.

The products that seemed to pose the most flagrant misrepresentation included:

- A mustard product that depicted the word ‘honey’ in large bold faced font with a smaller print reference below that said ‘prepared mustard’.

“It says honey in big letters right in the middle and then mustard in really tiny letters. It’s confusing.”

- Even though participants expect that cereals contain sugar, they are surprised to find out that honey is generally situated low on the ingredients list behind “sugar”, “golden syrup”, “molasses”, etc.

However, in the grand scheme of things, there was a definite sense of buyer beware that seems to guide people's reaction. To a large extent, buyers have come to expect that there is a lot of give in marketing vernacular today and that it is up to them to decipher the language and make the right purchase decisions for them.

“My view is it's buyer beware.”

There is some doubt as to whether participants' purchase habits will be altered going forward, although some said they would never purchase some of the products again.

What to do?

To help alleviate concern about misrepresentation, participants suggested:

- **Adding the word “flavour” or “flavoured” to the product names and/or descriptions.** For most, the term flavour does not suggest that the actual ingredient is in the product. In fact, for many, the word flavour substantiates the fact that the actual ingredient is not in the product.

“Flavour is just a flavour. You can use brown sugar to give you a honey flavour.”

There are some people, however, who do believe that flavour means there is some of the ingredient in the flavour, even if it is only a very small percentage.

- **Referring to a product “with honey” also tested very well in the focus groups.** By claiming a product is made “with honey” diminished the expectation consumers had that honey was one of the primary ingredients. This was consistent across product categories. For example, in the context of breakfast cereals, a reference to cereal “with honey” diminished the expectation that honey was the only sweetening agent. Similarly, in the case of sauces like barbecue sauce, referencing “with honey” diminished the expectation that honey was the only thickening/sweetening agent.

- **Depicting the actual percentage of honey content as a percentage in the ingredients list proved to be an effective way of improving the labels.** This was done on one of the mustard products where it suggested that 8% of the content was honey. Participants felt that even though overall 8% is not a large percentage, the knowledge of the exact amount acquiesced their concerns.

Conclusions

The findings of the research suggest that people were misled in both areas under investigation: the country of origin and the ingredients claim for products claiming to contain honey.

Factors such as product packaging, labelling, common name and brand and trade name, grades, legibility, predominance and presentation of information, and even product colour all have the potential to impact on the classification, and impression created, of a particular product.

The degree to which people were frustrated by the misrepresentation varied. Participants were generally more vocal and upset about the highlighted ingredient claims than they were about the country of origin. Certainly fewer participants currently make honey purchase decisions based on country of origin.

Where country of origin is concerned, most participants would prefer that the country of origin be clearly marked beside the grade. Although few would make purchase decisions based on country of origin, there is a desire to know where the honey originates from; particularly in the context of allergies and other environmental considerations. There is also a desire to support and buy from local producers to support the Canadian economy rather than international imports.

Consumers believe that products which highlight 'honey' contain some proportion of honey. There is a sense that honey is a healthier sweetening alternative, as well as a sense that honey has become a common flavour and way to market product that contain honey. In the case where the misrepresentation referred to the ingredient claims, some suggested adding the word "flavour" to the label description. When asked, most participants argue that the word flavour suggests that the highlighted ingredient is not contained in the product. Other potential improvements included adding words "with honey" or referencing the specific honey content as a percentage in the ingredients list.

The reference to the pasteurization process on honey is not something that is consulted or utilized by most participants. Among the minority who do refer to this process, they are comforted to know that something has been done to the product. They do not buy into the fact that the pasteurization process only prolongs shelf life. They believe that the reference to the pasteurization process should continue to appear on honey labels.

Appendix

1. Moderator's Guide (English)
2. Moderator's Guide (French)

1. Moderator's Guide (English)

Moderator's Guide

Outline

1. Introduction	5 minutes
2. Participant Presentation	5 minutes
3. General Discussion and Warm-Up	15 minutes
4. Main Discussion	60 minutes
5. Conclusion and Wrap-Up	5 minutes

Total 90 minutes

1. Introduction

Welcome and thank you all for coming tonight to this focus group discussion.

Before we begin, allow me to introduce myself. My name is Stephanie Constable. I work for Decima Research, a national public opinion research firm. I have been hired to lead this discussion with you tonight.

To do that, I will ask a number of different questions and have you discuss your opinions. These focus group discussions allow us to get more detail on topics and issues than we can from telephone surveys (thoughts, feelings and opinions).

We are not here to reach a consensus. There are no right or wrong answers - it is your opinion that counts. It is important to respect the views of others in the room. We can disagree without being disagreeable.

In reporting the results, I may take some notes. However, I will be audio recording and video-taping this discussion so that I don't miss any details. These tapes will only be used to help me recall enough details to enable me to report people's opinions accurately. Everything discussed here will be kept in complete confidentiality – no names will be attached to the results in any way and you will never be contacted in connection with this particular session.

One final note, this room is equipped with a one-way mirror. A few of my colleagues are back there to hear firsthand your ideas and thoughts. From time to time I may excuse myself from this discussion and/or

receive notes from my colleagues with suggestions of areas for further investigation.

Before I forget, would you also do me the favour of switching off your cell phones so that we are not interrupted? Thank you.

2. Participant Presentation

Now before we begin, I'd like you to take a couple of minutes to introduce yourselves. Could you please tell me your name and a little something about yourself – whether it be your family, your job, length of residence in the city and what you like to do in your spare time.

3. General Discussion and Warm-Up

As you know, when we asked you to participate in this focus group, we asked whether you ever had occasion to purchase a number of grocery products. All of you were selected because you do occasionally buy honey. For the remainder of our discussion tonight, we are going to be discussing honey and products containing honey.

If you don't mind, before we begin, I'd like to get a sense of which types of products you generally purchase and/or consume.

- How often do you buy honey or products that refer to honey on the packaging? Why?
- Please describe when and how you eat honey or products that refer to honey on the packaging?
- What products do you buy?
- Where do you buy honey/honey products?
- Do you generally stick to the same products?
- How often do you try new products?

4. Main Discussion

A. Highlighted Ingredients and Flavours

Let's look at a number of other products highlighting honey.

- Based on what you can see on the front panel, describe for me what the product is made of? Why do you say that?
- If said product contains honey: how much honey?
- When you see the term honey on a product, do you expect real honey or honey flavour?
- Does it depend on the product? Why?

Take a closer look at these products. I'd like you to have a look at the ingredients list. As you probably know, the ingredients list provides the list of ingredients in descending order by weight.

For products that have other sugars:

This one has other sugars in the product.

- Would you have expected other sugars in the product given the claims for honey on the front panel?
- If so, would you expect more sugar than honey in it?
- (If misleading) What do you think would make the front panel of the product better?
- Do you think it is important to claim that there are other sugars in the product, not just honey?
- If there is more honey than other sugars, should the other sugars also be in the claim?

For products that have no honey, but flavour added:

This one says honey flavour.

- What does honey flavour mean?
- If it says honey flavour, do you expect that honey is an ingredient in the product? How much?
- If there is no honey, but a honey flavour extract or artificial flavour is added to the product, should there be an indication that it is a flavour?
- Does it depend on the product? If so, which ones would need to indicate they were flavours and which wouldn't?

- How important or serious a food issue is this to you? Why do you say that? Compared to what?
- Does the term 'honey' on a product suggest a better quality product to you?
- Do you expect to pay more for a 'honey' product? Why or why not?

B. Honey Grade

- Where do you think this product comes from? Why do you say that?
- Have you ever noticed a Grade on a product before? Which ones?
- What does the grade mean?
- Do you use the grade to decide which product to buy? How?
- Have you ever noticed the Grade on honey before?
- Do you check that?

- Have a look at this product. This one says Grade 1. What does Grade 1 mean?
- Is this something you have consulted before when buying honey?
- If not, why not?

- Here's another one, this one says Canada Grade 1? What does that mean?
- Is this something you have consulted before when buying honey?

- What is the difference between Grade 1 and Canada Grade 1? Why do you say that?

Participants are asked to take a closer look at the individual products.

- Where did this product come from? Why do you say that?
- What can you tell me about the Grade mark?
- If not volunteered, do you think it means that this is a product of Canada? Why or why not?
- For those who said it is a Canadian product, why do you say that?
- Would you rather buy Canadian honey rather than honey from another country?
- Is it important to know the country of origin? Why or why not?
- Do you believe the labelling on any of these products is misleading? Why or why not?
- Do you believe this is misrepresentation? Why or why not?
 - What is it that is misrepresented?
 - How important is this misrepresentation?
 - Would putting the origin statement on the front with the Grade mark improve the label?
 - What would help clarify the label?
 - What information would you like to see? How could the information be better represented?

C. Pasteurized

Let's look at the label again on some of these products. This one says 'pasteurized'?

- Have you ever noticed the term 'pasteurized' on honey before?
- What does 'pasteurized' mean?
- Do you buy specific brands of honey because they are 'pasteurized'? Why

The term 'pasteurized' is required to appear on containers of honey when it has received a heat treatment. This process is for the purpose of extending shelf life and has no effect on the safety of the product.

- If we were to remove the term 'pasteurized' from honey containers, would that be problematic for you? Why or why not?

5. Conclusion and Wrap-Up

(15)

- In general, how often do you check the ingredients listed on the products that you buy?
- How important are product labels? Why do you say that?
- When you do consult product labels, what types of information are you looking for?
- In what ways do product labels affect your purchasing decisions? Why or why not?
- When it comes to honey and honey products, how often do you check the ingredients listed on the products that you buy? Why do you say that?
- How will the information we have discussed here tonight impact on your purchases of honey or honey products in the future (if at all)? How so?

2. Moderator's Guide (French)

Guide de modération

Plan

1. Déroulement de la séance	5 minutes
2. Présentation des participants	5 minutes
3. Entrée en matière	15 minutes
4. Discussion principale	60 minutes
5. Conclusion et récapitulation	5 minutes

Total 90 minutes

1. Déroulement de la séance

Bienvenue et merci d'avoir accepté de participer à la discussion de ce soir.

Avant de commencer, permettez-moi de me présenter. Je m'appelle Stephanie Constable et je travaille pour le Centre de recherche Décima, une firme nationale de recherche sur l'opinion publique. J'ai reçu le mandat de diriger la discussion de ce soir. Pour ce faire, je vais vous poser un certain nombre de questions et nous en discuterons ensemble par la suite. Les groupes de discussion nous permettent d'obtenir davantage de détails que les entrevues par téléphone (idées, sentiments et opinions).

Nous ne sommes pas ici pour obtenir un consensus. Ainsi, il n'y a pas de bonnes ou de mauvaises réponses, seule votre opinion compte pour nous. Il est important de respecter le point de vue des autres. Nous pouvons être en désaccord, sans pour autant être désagréables.

Pour pouvoir rapporter les résultats, il est possible que je prenne des notes. De plus, je ferai un enregistrement audiovidéo de cette discussion pour m'assurer de n'oublier aucun détail. Cet enregistrement sera utilisé uniquement pour m'aider à me souvenir d'un nombre suffisant de détails et pour rapporter vos opinions avec précision. Rien de ce que vous direz ou ferez ne vous sera attribué personnellement et personne ne communiquera avec vous parce que vous avez participé à ce groupe de discussion.

Une dernière précision, la salle est munie d'un miroir d'observation. Certains de mes collègues se trouvent derrière pour entendre vos idées et vos opinions de vive voix. Il peut arriver que je sorte brièvement ou que je reçoive des notes de mes collègues concernant des points à approfondir.

Avant que je ne l'oublie, je vous demanderais d'éteindre vos téléphones cellulaires. Merci.

2. Présentation des participants

J'aimerais maintenant en connaître un peu plus sur vous. Pouvez-vous me donner votre nom et me parler un peu de vous-même, par exemple de votre famille, de votre emploi, de vos loisirs ou me dire depuis combien de temps vous habitez dans cette ville?

3. Entrée en matière

Vous vous rappelez sans doute qu'avant de vous inviter à participer au groupe de discussion, nous vous avons posé quelques questions concernant certains produits que vous achetez à l'épicerie. Vous avez tous été retenus parce que vous achetez du miel à l'occasion. La discussion de ce soir portera sur le miel et sur les produits qui contiennent du miel.

Si vous n'y voyez pas d'inconvénient, avant de commencer, j'aimerais savoir quels types de produits vous achetez ou consommez habituellement.

- À quelle fréquence achetez-vous du miel ou des produits qui portent la mention « miel » sur l'étiquette? Pourquoi?
- Veuillez me dire quand ou comment vous consommez du miel ou des produits qui portent la mention « miel » sur l'étiquette?
- Quels produits achetez-vous?
- Où achetez-vous du miel ou des produits de miel?
- Achetez-vous toujours les mêmes produits?
- À quelle fréquence essayez-vous de nouveaux produits?

4. Discussion principale

A. Ingrédients et arômes en évidence

Examinons maintenant d'autres produits qui contiennent du miel.

- En observant les produits qui se trouvent devant vous, pouvez-vous me décrire ce qu'ils contiennent? Pourquoi dites-vous cela?
- Si le produit contient du miel : quelle quantité de miel?
- Lorsque vous voyez le mot miel sur un produit, vous attendez-vous à ce qu'il contienne du miel ou qu'il soit à saveur de miel?
- Est-ce que cela dépend du produit? Pourquoi?

Veillez examiner ces produits plus attentivement. Regardez la liste des ingrédients. Comme vous le savez peut-être, les ingrédients doivent figurer dans l'ordre décroissant de leur proportion dans l'aliment selon leur poids

Pour les produits qui contiennent d'autres types de sucre :

Ce produit contient d'autres types de sucre.

- Vous seriez-vous attendu à ce qu'il contienne d'autres types de sucre étant donné que l'étiquette porte la mention « miel »?
- Le cas échéant, vous attendiez-vous à ce qu'il contienne plus de sucre que de miel?
- (Si trompeuse) Comment pourrait-on améliorer l'étiquette du produit?
- Croyez-vous qu'il est important de mentionner que le produit contient d'autres types de sucre, en plus du miel?
- Si le produit contient plus de miel que d'autres types de sucre, devrait-on quand même mentionner les autres types de sucre qu'il contient?

Pour les produits qui ne contiennent pas de miel, mais qui sont à saveur de miel :

L'étiquette mentionne que le produit est à saveur de miel.

- Que signifie « saveur de miel »?
- Si le produit est à saveur de miel, vous attendez-vous à ce qu'il contienne du miel? Quelle quantité?
- Si le produit ne contient pas de miel, mais qu'on lui a plutôt ajouté un arôme naturel ou artificiel, devrait-on indiquer qu'il s'agit d'un arôme de miel?
- Est-ce que cela dépend du produit? Si oui, pour quels produits devrait-on indiquer qu'il s'agit d'un arôme et pour quels produits pourrait-on s'abstenir de l'indiquer?

- Quelle est l'importance de cet enjeu alimentaire pour vous? Pourquoi dites-vous cela? Comparativement à quoi?
- Selon vous, est-ce que le mot « miel » sur un produit est le gage d'un produit de meilleure qualité?
- Vous attendez-vous à payer davantage pour un produit de miel? Pourquoi ou pourquoi pas?

B. Catégories du miel

- Selon vous, d'où provient ce produit? Pourquoi dites-vous cela?
- Avez-vous déjà remarqué la catégorie sur un produit? Quelles catégories?
- Que signifie la catégorie?
- La catégorie d'un produit influence-t-elle votre choix? Pourquoi?
- Avez-vous déjà remarqué la catégorie sur un contenant de miel?
- Vérifiez-vous la catégorie des produits que vous achetez?

- Regardez ce produit. Il porte la mention **Catégorie n° 1**. Que signifie **Catégorie n° 1**?
- Est-ce quelque chose que vous avez déjà vérifié avant d'acheter du miel?
- Si non, pourquoi?

- Voici un autre produit dont l'étiquette indique **Canada n° 1**? Qu'est-ce que cela signifie?
- Est-ce quelque chose que vous avez déjà vérifié avant d'acheter du miel?
- Quelle est la différence entre **Catégorie n° 1** et **Canada n° 1**? Pourquoi dites-vous cela?

Les participants étudient les produits.

- Que pouvez-vous me dire de ces produits?
- D'où proviennent ces produits? Pourquoi dites-vous cela?
- Que pouvez-vous me dire concernant la catégorie des produits?
- Au besoin, sondez : Croyez-vous que cela signifie qu'il s'agit d'un produit canadien? Pourquoi ou pourquoi pas?
- Pour ceux qui disent qu'il s'agit d'un produit canadien, pourquoi dites-vous cela?
- Préférez-vous acheter du miel canadien ou du miel d'un autre pays?
- Est-il important de connaître le pays d'origine? Pourquoi ou pourquoi pas?

- Selon vous, certaines étiquettes sont-elles trompeuses? Pourquoi ou pourquoi pas?
- S'agit-il de fausse représentation selon vous? Pourquoi ou pourquoi pas?
 - Qu'est-ce qui vous fait dire qu'il s'agit de fausse représentation?
- Quelle est l'ampleur de cette fausse représentation?
- Selon vous, est-ce que mentionner l'origine du produit à côté de la catégorie améliorerait l'étiquette du produit?
- Qu'est-ce qui rendrait l'étiquette plus claire?
- Quels renseignements aimeriez-vous y voir? Comment pourrait-on mieux présenter les renseignements?

C. Pasteurisation

Observons de nouveau l'étiquette de certains produits. Celui-ci porte la mention ***pasteurisé***.

- Avez-vous déjà remarqué la mention ***pasteurisé*** sur un contenant de miel?
- Que signifie le mot ***pasteurisé***?
- Achetez-vous des marques précises justement parce que leur miel est pasteurisé? Pourquoi?

Le mot ***pasteurisé*** doit apparaître sur les contenants de miel lorsqu'il a été chauffé. Ce procédé permet de prolonger la durée de conservation du produit, mais n'a aucun effet sur la consommation sécuritaire.

- Si le terme ***pasteurisé*** disparaissait des contenants de miel, cela vous poserait-il problème? Pourquoi ou pourquoi pas?

5. Conclusion et récapitulation

- De manière générale, à quelle fréquence lisez-vous la liste des ingrédients des produits que vous achetez?
- Quelle est l'importance des étiquettes sur les produits? Pourquoi dites-vous cela?
- Lorsque vous lisez l'étiquette d'un produit, quels types de renseignements recherchez-vous?
- Comment l'étiquette d'un produit influence-t-elle votre décision d'acheter ou non un produit? Pourquoi ou pourquoi pas?
- Concernant le miel et les produits de miel, à quelle fréquence lisez-vous la liste des ingrédients des produits que vous achetez? Pourquoi dites-vous cela?
- Comment notre discussion de ce soir influencera-t-elle vos achats de miel ou de produits de miel à l'avenir?