

NPD Finds Most Americans Agree Foods From Supermarkets Are Safe But Percentage Is Slipping

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Consumers are more concerned about food safety at restaurants
CHICAGO--(Business Wire)-- Although the majority of Americans feel that foods in supermarkets are safe, the percentage who feel this way has decreased over the last five years, according to The NPD Group, a leading market research company. The latest NPD Food Safety Monitor, which has tracked food safety concerns and eating intentions in the U.S. every other week since 2001, indicates that in 2007 and 2008, 63 percent agreed with the statement that foods sold in supermarkets are safe, versus 68 percent who agreed with the statement in 2004.

"Overall, I feel that foods sold in supermarkets are safe."

Percent of Individuals who agree or disagree with statement					
	2004	2005	2006	2007	2008
Agree	68	67	66	63	63
Neither agree nor disagree	29	31	32	34	34
Disagree	2	3	3	3	3
Source: The NPD Group/Food Safety Monitor					

Sample: approximately 13,000 adults per year

"I believe that consumers' slipping confidence in the safety of supermarket food is less about food safety and more about supermarkets expanding foodservice operations and offering more prepared, ready-to-eat foods," says Harry Balzer, chief industry analyst and vice president at NPD, which conducts extensive food industry research. "More food handling issues and concerns come into play when foods are prepared for you. Consumers are now extending the concerns they have about the safety of foods served at restaurants to supermarkets."

According to the NPD Food Safety Monitor, the percentage of consumers who feel that foods served at restaurants are safe has remained, on average, between 48 and 49 percent since 2004.

"Overall, I feel that foods served in restaurants are safe to eat."

Percent of Individuals					
	2004	2005	2006	2007	2008
Agree	49	48	49	49	48
Neither agree nor disagree	46	47	46	47	48
Disagree	4	5	5	5	5
Source: The NPD Group/Food Safety Monitor					

"Consumers are more concerned about the safety of food served in restaurants than food available from supermarkets, about a 15 percentage point difference," says Balzer. "However, feelings about food safety in restaurants

have remained relatively unchanged whereas the number of consumers who feel confident in the safety of foods in supermarkets is declining."

In terms of food safety concerns, salmonella, E.Coli, trans fatty acids, mercury in fish/seafood, Mad Cow, high fructose corn syrup, artificial growth hormones in milk, genetically modified foods, foot and mouth disease, and meat/milk from cloned animals rank among Americans' top food safety concerns, according to the most recent NPD Food Safety Monitor.

"How concerned are you that the following pose a health hazard in the food that you might eat in the next month?"

Top Food Safety Concerns

Percent of Individuals who responded with any level of concern

	2008 Average
Salmonella	80%
E.Coli	80%
Trans Fatty Acids	79%
Mercury in Fish/Seafood	68%
Mad Cow	65%
High Fructose Corn Syrup	58%
Artificial Growth Hormones in Milk	54%
Gen. Modified Foods	51%
Foot and Mouth	48%
Meat/Milk from Cloned Animals	42%

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