



The Raw Truth about Consumer Eating Habits

- **Risky Behavior** 9 out of 10 consumers are aware that eating foods before they are cooked can cause food poisoning. Even so, our August 2010 survey of 1,032 adult consumers revealed that consumers admit to eating many products without fully cooking them ... and also allow their children to do so.
- **Cookie dough** 70% of consumers say that eating raw cooking dough before it is baked isn't safe. Even so -- they revealed that they are consuming raw cookie dough. When making cookies at home, a whopping 67% of consumers report having eaten homemade cookie dough **before baking**. Another 58% of consumers have tasted refrigerated (store bought) cookie dough **before baking**.
- **Licking the beaters** 80% of consumers have licked the beaters or spoon after mixing cake, cupcakes, muffins or brownies. 62% allow their **children** to lick the beaters.
- **Uncooked Pizza** Ninety percent of consumers feel that pizza, biscuits, and pies are not safe to eat without cooking. Yet, 11% of consumers have eaten a piece of pizza dough (crust) **before fully cooking**, 22% have eaten pie dough before baking, and 24% have tasted biscuit dough before baking.
- **Food recalls** Some consumers will turn their backs on a brand for **food safety recalls**. 14% report they would never buy a brand again if that brand experienced a recall at any point in time.
- **Lost consumers** 30% of consumers say they would never buy a grocery store product again if they contracted **food poisoning** from that brand. 53% of consumers say they would never return to a restaurant again if they contracted **food poisoning** from that restaurant.
- **Long memories** 46% of consumers surveyed said they **remembered** a June, 2009 E. Coli bacteria breakout due to consumers eating raw cookie dough – more than a year after the situation occurred.
- **SafeGuard™ Ready-To-Eat Flour** ConAgra Mills has the solution. Our SafeGuard Ready-To-Eat Flour sets the standard for flour food safety. To mitigate food manufacturer risk, incorporate SafeGuard into your application today.

About the Study

Source & Methodology: ConAgra Mills Proprietary Study. Conducted by ConAgra Mills Consumer Insights. Online consumer survey. Fielded August, 2010. Nationwide sample of 1,032 adult consumers ages 18-64. 50% male / 50% female.

For more information about the study and expanded results, contact ConAgra Mills Consumer Insights at 800-851-9618.