

**CONFIDENTIAL**

**Consumer Focus Group Research  
Session #30: June 27, 2011**

Prepared for:



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Prepared by

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**Dairy Business Innovation Center**

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## INTRODUCTION

### 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 Ady Voltedge 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. ***This report summarizes the results of the thirtieth focus group, held on June 27, 2011*** during which concept evaluations and product testing were conducted.

By definition, DBIC clients are exploring new and innovative concepts. Many choose to solicit consumer feedback at the concept stage. Consumer focus groups frequently serve this role.

DBIC makes label evaluations available to qualifying client dairy companies because a product's label plays a key role in positioning a company's products. For most companies, the label is a primary way that consumers evaluate the characteristics of the product (variety, points of difference, quality, etc.) and determine whether they want to purchase the product. For some companies, it may be the only marketing tool they will ever use to communicate directly to consumers. For that reason, the DBIC offers qualified dairy companies assistance in researching how consumers evaluate their product labels, including feedback on potential labeling terms.

For qualifying client dairy companies further along the product development path, DBIC offers consumer taste testing of products. This is valuable feedback that can be used to refine the product formulation and/or positioning before the often-significant investment required to develop and roll out the product.

### Objectives

The objective of the focus group research was to conduct consumer research that provides specific, actionable feedback to each dairy company that participated in the focus group to answer the following questions:

#### For concept evaluations:

- "What do consumers think about my product concept?" and;
- "What can be done to improve the concept and/or how it is positioned?"

#### For label evaluations:

- "How well does my label communicate my product's positioning?" and;
- "What can be done to improve the product label, given the consumer feedback?"

#### For labeling terms:

- "How unique are each of the following potential labeling terms?"
- "Which labeling term(s) would most influence consumers to purchase the product?"

#### For product testing:

- "What do consumers think about the product?" and;
- "What can be done to improve the product, given the consumer feedback?"

**An additional objective is to provide insight to the DBIC Team as to overall patterns and trends in these (and upcoming) consumer research findings, with a goal of transferring learning from the focus groups to proactively assist future DBIC clients.**

**Methodology**

The first step in this research was to develop a profile of ideal consumer participants. Ady Voltedge 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.”
- “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.”

Our next step was to send the screener out to food loving acquaintances. We did this by forwarding this URL: <http://www.zoomerang.com/Survey/WEB22BKL4XAZWC>. Once at the site, the screener leads them through various qualifying questions as described above. Our team evaluated this listing, eliminating people who said they or their immediate family worked for food companies, ad agencies, or market research firms. We then focused on desired characteristics relevant to the DBIC clients participating in this focus group session. From those remaining, we sent e-mail invitations to participate in our focus group. We had a satisfactory response rate. Eight consumers participated, each of whom was paid an honorarium of \$50 upon completion of the focus group.

The focus group was held at the Department of Agriculture – Trade and Consumer Protection. Participants were in one room, connected by a video recorder and a microphone to the clients/sponsors who were observing from the back room.

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 open discussion.

**Sample Characteristics**

Our group consisted of heavy cheese eaters, with all of those who responded eating cheese at least three to six times a week or more.

<b>How often do you usually eat any cheese – either in another food (lasagna, pizza, sandwich with cheese, etc.) or as such (for example, as an appetizer or snack, in cubes/slices, etc.)?</b>	
	<b>Number of Responses</b>
At least once a day	7
Three to six times a week	1
Once or twice a week	0
Less than once a week	0
Did not answer	0
<b>Total</b>	<b>8</b>

This group also qualified as heavy consumers of dairy products other than cheese.

<b>How often do you usually eat/drink dairy products other than cheese, such as milk, sour cream, yogurt and cottage cheese?</b>	
	<b>Number of Responses</b>
At least once a day	6
Three to six times a week	2
Once or twice a week	0
Less than once a week	0
Did not answer	0
<b>Total</b>	<b>8</b>

In terms of the attitudinal statements, participants tended to be strong food lovers and, without exception, strong cheese lovers, as shown in the following two tables.

<b>For each of the following statements, please indicate how much you agree/disagree that the statement generally describes you.</b>					
	<b>Agree Strongly</b>	<b>Agree Somewhat</b>	<b>Neither Agree Nor Disagree</b>	<b>Disagree Somewhat</b>	<b>Disagree Strongly</b>
I think food is one of the major pleasures in life.	7	1	0	0	0
I often prepare meals from scratch.	6	1	1	0	0
One way I show my family I care about them is through the meals I prepare.	7	1	0	0	0
I'm willing to pay more for higher quality food.	6	2	0	0	0
I go out of my way to get just the right ingredients for a meal.	6	2	0	0	0

For each of the following statements, please indicate how much you AGREE with the following statements?					
	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly
I buy a lot of cheese.	4	4	0	0	0
I like the taste of cheese by itself, as well as on foods.	8	0	0	0	0
I eat a variety of different kinds of cheese.	8	0	0	0	0
I often use cheese when entertaining.	7	1	0	0	0

Most of the participants in our group were the primary grocery shoppers in their households.

How often do you do the grocery shopping in your household?	
	Number of Responses
All of the time/almost all of the time	4
Most of the time	3
Half the time	1
Every now and then	0
Hardly ever/never	0
Did not answer	0
<b>Total</b>	<b>8</b>

Participants shop at a variety of Madison-area grocery stores. The ones most frequently shopped at include Copp's, Jenifer St. Market, Trader Joe's, Willy Street Co-op, and Woodman's.

How often do you shop at each of the following Madison-area grocery stores?					
	Regularly	Fairly Often	Not Very Often	Never	Not Aware Of
Aldi	0	1	1	6	0
Brennan's	0	0	5	3	0
Capitol Centre Market	0	0	0	8	0
Copp's	1	1	4	2	0
Costco	0	0	0	8	0
Cub Foods	1	0	2	5	0
Fresh Madison Market	0	1	0	6	1
Hyvee	1	1	2	4	0
Jacobson's	0	0	6	2	0
Jenifer St. Market	2	0	3	3	0
Pick 'n Save	1	1	2	4	0
Pierce's	0	0	1	7	0
Target	0	1	5	2	0
Trader Joe's	1	2	4	1	0
Sentry Foods	0	2	4	2	0
WalMart	0	0	2	6	0
Whole Foods	0	1	6	1	0
Willy St. Co-op	2	1	3	2	0
Woodman's	3	0	3	2	0
Other	2	0	1	2	2

All of the participants indicated that they watch cooking shows.

Do you watch food or cooking shows?	
	Number of Responses
Yes	8
No	0
<b>Total</b>	<b>8</b>

Most of the participants watch from one to two hours or more of food or cooking shows per week.

How many hours a day do you watch food or cooking shows?	
	Number of Responses
Less than one hour	2
1-2	4
3-4	1
5-6	1
6 or more	0
<b>Total</b>	<b>8</b>

Most of the participants say they watch “professional cooking or baking competitions”, “Cooking and recipe demonstrations”, or “cooking or food related travel shows” most frequently.

<b>How often do you watch the following types of cooking shows?</b>					
	<b>Regularly</b>	<b>Fairly Often</b>	<b>Not Very Often</b>	<b>Never</b>	<b>Not Aware Of</b>
Professional cooking or baking competitions	3	0	3	2	0
Cooking and recipe demonstrations	2	4	2	0	0
Cooking or food related travel shows	3	1	2	2	0
Healthy cooking or lifestyle expertise shows	1	0	6	1	0
Local television stations	0	3	2	3	0
Other	0	2	0	1	3

Most of the participants lived in a household with two adults (including themselves).

<b>How many adults (18 years or older) live in your household, including yourself?</b>	
	<b>Number of Responses</b>
One	1
Two	5
Three	2
Four	0
Five	0
Six or more	0
Did not answer	0
<b>Total</b>	<b>8</b>

There was an almost equal mix of households with no children as there were households with two children.

<b>How many children under the age of 18 live in your household?</b>	
	<b>Number of Responses</b>
None	4
One	1
Two	3
Three or more	0
Did not answer	0
<b>Total</b>	<b>8</b>

Most participants who responded to this question reported annual household income of over \$50,000.

<b>Which of the following categories includes your annual household income before taxes?</b>	
	<b>Number of Responses</b>
<\$30,000	0
\$30,000 – 34,999	0
\$35,000 – 49,999	1
\$50,000 – 74,999	3
\$75,000 – 99,999	1
\$100,000 or more	3
Prefer not to say	0
<b>Total</b>	<b>8</b>



**LABELING TERMS**

<b>DBIC</b>	
<b>IMPORTANT TERMS</b>	
When looking for an artisanal cheese to purchase, how important are the following terms/items on the package or label?	
<b>rBST-Free</b>	4.0
<b>Organic</b>	3.5
<b>Certified Organic</b>	3.0
<b>Glycemic Index (GI)</b>	2.0
<b>Low cholesterol</b>	1.9
<b>Gluten-free</b>	1.8
<b>Specialty</b>	2.6
<b>Artisan</b>	4.0
<b>Aged/Sharp</b>	4.1
<b>Better for you</b>	3.3
<b>Hand-Crafted/Hand-Made</b>	3.8
<b>Homestead</b>	3.2
<b>Traditional</b>	3.1
<b>Old-World</b>	3.2
<b>Farmstead</b>	3.2
<b>Raw Milk (Cheese)</b>	3.4
<b>Pasture Grazed</b>	3.5
<b>Grass Fed</b>	3.4
<b>All Natural</b>	4.0
<b>Probiotic Cultures</b>	3.0
<b>Prebiotics</b>	3.4
<b>From Wisconsin</b>	4.6
<b>Location of the cheesemaking facility</b>	4.2
<b>Description of the cheesemaking process</b>	3.4
<b>Description of the cheesemaker or cheesemaking family</b>	3.5
<b>Local Sourcing</b>	4.5
<b>Ethical Treatment of Animals</b>	4.3
<b>Award-Winning</b>	4.3

Scale: 1 = Not at all Important, 5 = Very Important

**CONCEPT TEST**

<b>Positioning Statement</b>	
<p>Dairy cows in green pastures, grazing on lush, tender pasture grasses for their forage and nutrition. This is the natural, time-honored way for these animals to produce exceptional milk, not only to nurture the cows' own calves but for the farm family's livelihood. Grazing involves a complete food cycle – from building healthy soil, nurturing green pasture grasses, and allowing cows to harvest their own feed at their own pace – all contributing to a balanced, diverse farm ecosystem, healthy animals, and sustainable family-run dairy farms.</p> <p>Grass-based milk, produced in harmony with Wisconsin's landscape, is nutritious, wholesome, healthy, and more flavorful than today's standard milk supply. For example, grass-based milk has been associated with higher levels of "good" fats such as conjugated linoleic acid (CLA) and omega 3 fatty acids. Dairy products produced from grass-based milk possess both sensory and culinary advantages for consumers. And the purchase of grass-based dairy products support sustainability for the farm, farm families, and the environment in which we all live.</p>	
<b>What is your overall reaction to this concept? Why?</b>	4.9
<b>What characteristic of this concept do you like the <u>best</u>? Why?</b>	(See following page)
<b>What characteristic of this concept do you like the <u>least</u>? Why?</b>	(See following page)
<b>How much more would you expect to pay for products made with grass-based milk? (percentage more)</b>	37.5%
<b>Based on this description, how likely would you be to purchase a dairy product made with grass-based milk?</b>	<p><b>Not at all likely ← → Very likely</b></p> <p>1 2 3 4 5</p> <p>4.6</p>
<b>What questions do you have about this concept?</b>	(See following page)

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5= Excellent

**Written Response****What characteristic of this concept do you like the best? Why?**

- It involves a complete food cycle.
- More organic = more healthy
- Natural, chemical free, wholesomeness
- It's natural
- It honors the land, the farmers and the cows.
- Healthy for cows and people, sustainability
- The wholesome feel. It makes me feel good to read this.
- Environmentally sound

**What characteristic of this concept do you like the least? Why?**

- Winter (no grazing)
- The complete food cycle makes me think of how the soil becomes healthy (with the cow feces).
- Health claims: CLA and Omega 3- I want to see the numbers
- The scientific description of the fat sounds too technical

**How much more would you expect to pay for products made with grass-based milk?**

- 25% more
- 20 to 30% more
- 10-15% more
- 50% more
- 75% more

**What questions do you have about this concept?**

- What would the goals be?
- What do farms do in the winter?
- What's the cost difference?
- Why does there have to be a cost difference?

**Verbal Responses****Can you think of a cheese that you've bought because it had this language on it?**

- I purchase cheese intentionally that's made from raw milk, which I always assumed was grass-fed.
- Would I especially go out of my way to buy it because it said grass-fed? Probably not because all the cheese I buy is so good. Would it be that much better that I'd go out of my way to buy it? I'd have to have the taste.
- Locally-sourced, hand-crafted, all those things are important.
- It's all about the taste...but on the packaging itself, it doesn't really mean a whole lot to me.
- One of the words that I chose that were important to me was 'ethical treatment of animals' and when I think of 'pasture-grazed' I think of that's a very ethical way of raising animals.
- I want to connect it to a real farm in a real place with real people. I want to know who made it and where their farm is and what the cows are eating.

**And milk?**

- We don't drink a lot of milk and that enables us to afford to always buy organic.
- For me, it wasn't the organic I was after. It was the local.

**Grass-fed/pasture-grazed**

- Seeing those terms side-by-side, pasture-grazed and grass-fed, I picture grass-fed being the feed truck full of grass coming by. And that's, to me, different than the cow out in the pasture...I want the cow in the pasture brand.
- I thought they were synonymous.
- The difference I would see between the two of them, and I grew up on a dairy farm, pasture-grazed to me, that means it's not just grass. It's alfalfa, it's clover, and that's what I think a cow would be eating that would make a difference in the milk and in the cheese. Grass, to me, means grass.
- The pasture seems like it would be more nutritious.

**Pasture-grazed Taste Tests**

The following concept tests (starting on page 14) are taste tests between several pasture-grazed and non-pasture-grazed products. For your convenience we have included a product key, below, that depicts which products are pasture-grazed and which products are not pasture-grazed.

<b>Taste Test Product Key</b>	
<b>Fluid Milk</b>	
<i>Product Letter</i>	<i>Product Description</i>
A	Pasture-grazed milk
B	Standard milk
<b>Salted Butter</b>	
<i>Product Letter</i>	<i>Product Description</i>
A	Standard salted butter
B	Pasture-grazed salted butter
<b>Unsalted Butter</b>	
<i>Product Letter</i>	<i>Product Description</i>
C	Standard unsalted butter
D	Pasture-grazed unsalted butter
<b>Muenster Cheese</b>	
<i>Product Letter</i>	<i>Product Description</i>
A	Standard muenster cheese
B	Pasture-grazed muenster cheese
<b>Emmentaler Cheese</b>	
<i>Product Letter</i>	<i>Product Description</i>
A	Standard emmentaler cheese
B	Pasture-grazed emmentaler cheese
<b>Noodles in Brown Butter</b>	
<i>Product Letter</i>	<i>Product Description</i>
A	Pasture-grazed butter and pasta
B	Standard butter and pasta

**FLUID MILK TASTE TEST**

<b>Positioning Statement</b>		
<p>Dairy cows in green pastures, grazing on lush, tender pasture grasses for their forage and nutrition. This is the natural, time-honored way for these animals to produce exceptional milk, not only to nurture the cows' own calves but for the farm family's livelihood. Grazing involves a complete food cycle – from building healthy soil, nurturing green pasture grasses, and allowing cows to harvest their own feed at their own pace – all contributing to a balanced, diverse farm ecosystem, healthy animals, and sustainable family-run dairy farms.</p> <p>Grass-based milk, produced in harmony with Wisconsin's landscape, is nutritious, wholesome, healthy, and more flavorful than today's standard milk supply. For example, grass-based milk has been associated with higher levels of "good" fats such as conjugated linoleic acid (CLA) and omega 3 fatty acids. Dairy products produced from grass-based milk possess both sensory and culinary advantages for consumers. And the purchase of grass-based dairy products support sustainability for the farm, farm families, and the environment in which we all live.</p>		
	<b>Product A</b>	<b>Product B</b>
<b>Taste</b>	4.4	3.6
<b>Appearance</b>	4.4	3.9
<b>Mouth feel</b>	4.2	3.5
<b>Saltiness</b>	3.8	3.3
<b>Aroma</b>	3.9	3.7
<b>Overall</b>	4.4	3.8
Which did you like the best? Why?	(See following page)	
Overall, what did you like the <u>most</u> about each?	(See following page)	(See following page)
Overall, what did you like the <u>least</u> about each?	(See following page)	(See following page)
How much would you expect to pay for this product at retail?	\$2.65 per half-gallon	\$2.28 per half-gallon
Now that you have tasted the product, how likely would you be to purchase it?	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 4.0	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 3.1

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5= Excellent

**Written Responses****Which did you like the best? Why?**

- A. Creamy, no strange flavors
- A. It has an interesting flavor note
- A. Creamier, sweeter taste
- A tasted superior, both were good, but A was creamier
- A. Buttery taste, tasted sweeter to me
- B was slightly richer, more complex
- B. The flavor was just a little better. Product A tasted watery

**Overall, what did you like the most about each?****A's**

- Smoothness
- They both were great tasting
- Looks creamy, smells like milk
- Rich flavor
- Sweetness, smoothness, interesting flavor
- This didn't coat my mouth as much
- Taste and mouth feel

**B's**

- This seemed creamier and a had a slightly salty flavor
- Smoothness, seems whiter in color
- Looks full bodied

**Overall, what did you like the least about each?****A's**

- Too rich, I usually drink only skim
- Not used to the heaviness
- I'm not used to full fat milk
- The milk flavor just wasn't there
- Liked it all
- Color seemed a little more yellow

**B's**

- Taste
- A little salty
- I don't care for milk that coats my mouth and this one did
- By comparison it's not as interesting as A

**Verbal Responses****So A's, talk about what you liked**

- I like the taste and the mouth-feel. It just seemed like it was creamier and sweeter.
- I thought it tasted buttery, smooth. Really smooth. And I can tell the difference between the two.

**What didn't you like about the B, or why did you like the A better? Did you dislike the B, or did you just like the A better?**

- It was creamier and had a vanilla...it was sweet. It had a sweet taste.
- The B tasted a little salty to me...
- I think that's what I liked better about B is that it did have a little bit of salty flavor to it.
- Yeah, it (B) just tasted more complex.
- And A was a little sweet.
- I didn't notice much of a texture difference personally in both. For me, it was all flavor. And I felt, it's funny, originally, I thought that B seemed whiter and that A seemed to have a yellowish . . .
- B seemed to coat my mouth, which I didn't care for. I don't really like it when my mouth gets coated with milk. That's part of the reason that I don't drink it anymore, and I didn't find that with A as much.

**So, outdoor access for the cow, is that important, not important?**

- Very important.

**Pasture-management requirements, that helps insure proper diet, healthy soils and grasses...**

- My perception is that most people do that. And most people treat their animals well. When I was growing up, we didn't have factory farms. I never saw anything like that. So as far as I'm concerned, the farms in Wisconsin are these pristine, wonderful places where the cows are happy . . .

**How about dual production prohibited, which means, the same standards of care are applied to all animals or groups of animals on a farm?**

- I don't know what it means.

**How about independent family farmers, so not factory farmers?**

- I think that's a good thing.



**SALTED BUTTER TASTE TEST**

<b>Positioning Statement</b>		
<p>Dairy cows in green pastures, grazing on lush, tender pasture grasses for their forage and nutrition. This is the natural, time-honored way for these animals to produce exceptional milk, not only to nurture the cows' own calves but for the farm family's livelihood. Grazing involves a complete food cycle – from building healthy soil, nurturing green pasture grasses, and allowing cows to harvest their own feed at their own pace – all contributing to a balanced, diverse farm ecosystem, healthy animals, and sustainable family-run dairy farms.</p> <p>Grass-based milk, produced in harmony with Wisconsin's landscape, is nutritious, wholesome, healthy, and more flavorful than today's standard milk supply. For example, grass-based milk has been associated with higher levels of "good" fats such as conjugated linoleic acid (CLA) and omega 3 fatty acids. Dairy products produced from grass-based milk possess both sensory and culinary advantages for consumers. And the purchase of grass-based dairy products support sustainability for the farm, farm families, and the environment in which we all live.</p>		
	<b>Product A</b>	<b>Product B</b>
<b>Taste</b>	4.1	3.7
<b>Appearance</b>	3.9	3.9
<b>Mouth feel</b>	3.5	3.9
<b>Saltiness</b>	3.4	3.5
<b>Aroma</b>	3.4	3.8
<b>Overall</b>	4.0	3.5
Which did you like the best? Why?	(See following page)	
Overall, what did you like the <u>most</u> about each?	(See following page)	(See following page)
Overall, what did you like the <u>least</u> about each?	(See following page)	(See following page)
How much would you expect to pay for this product at retail?	\$3.34 per pound	\$2.86 per pound
Now that you have tasted the product, how likely would you be to purchase it?	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 4.1	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 3.6

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5= Excellent

**Written Responses****Which did you like the best? Why?**

- B is slightly more delicate and less salty
- Product A had a creamier taste
- I liked A a little better – a little silkier
- A. Best texture and mouth feel. The color looks natural
- A. Flavor
- B. Taste, consistency, smoothness
- Both were very good and it was more difficult to determine which I liked best

**Overall, which did you like the most about each?**

## A's

- Saltiness, creamy, cheesy taste
- Full flavored, complex
- Rich tasting, rich color, silkier
- Nice salty flavor
- I liked the A best for mouth feel, taste
- The fullness of the flavor
- Rich and creamy

## B's

- The color
- Smell
- Looked creamy
- Pleasing aroma
- Taste and mouth feel
- Creaminess

**Overall, which did you like the least about each?**

## A's

- Aftertaste, aroma
- "Popcorn butter flavoring", aroma
- Smell
- There was a little bit of an aftertaste that I didn't care for
- Didn't like the way A smelled

## B's

- Blander, one uniform flavor
- Mouth feel, taste
- Denser
- Tastes somewhat rancid
- Too salty

**UNSALTED BUTTER TASTE TEST**

<b>Positioning Statement</b>		
<p>Dairy cows in green pastures, grazing on lush, tender pasture grasses for their forage and nutrition. This is the natural, time-honored way for these animals to produce exceptional milk, not only to nurture the cows' own calves but for the farm family's livelihood. Grazing involves a complete food cycle – from building healthy soil, nurturing green pasture grasses, and allowing cows to harvest their own feed at their own pace – all contributing to a balanced, diverse farm ecosystem, healthy animals, and sustainable family-run dairy farms.</p> <p>Grass-based milk, produced in harmony with Wisconsin's landscape, is nutritious, wholesome, healthy, and more flavorful than today's standard milk supply. For example, grass-based milk has been associated with higher levels of "good" fats such as conjugated linoleic acid (CLA) and omega 3 fatty acids. Dairy products produced from grass-based milk possess both sensory and culinary advantages for consumers. And the purchase of grass-based dairy products support sustainability for the farm, farm families, and the environment in which we all live.</p>		
	<b>Product C</b>	<b>Product D</b>
<b>Taste</b>	4.3	3.8
<b>Appearance</b>	4.3	3.3
<b>Mouth feel</b>	4.1	4.0
<b>Saltiness</b>	3.5	3.5
<b>Aroma</b>	3.6	3.8
<b>Overall</b>	4.0	3.4
Which did you like the best? Why?	(See following page)	
Overall, what did you like the <u>most</u> about each?	(See following page)	(See following page)
Overall, what did you like the <u>least</u> about each?	(See following page)	(See following page)
How much would you expect to pay for this product at retail?	\$3.20 per pound	\$3.50 per pound
Now that you have tasted the product, how likely would you be to purchase it?	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 4.1	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 3.6

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5= Excellent

**Written Responses****Which did you like the best? Why?**

- C – creamier, smoother
- Product C looked like butter should
- C – better aroma and mouth feel
- D – best texture, aroma and flavor
- D – color, taste
- C – creamier, more spreadable
- D – more intense flavor

**Overall, what did you like the most about each?****C's**

- Taste
- Creamier
- “Buttery” smooth
- Color
- Appearance/texture/aroma
- This tasted a little saltier
- Very delicate

**D's**

- Creamy
- This smelled a little better
- Aroma/texture
- The color is rich-looking
- Creamier, saltier

**Overall, what did you like the least about each?****C's**

- Oily
- Texture/ mouthfeel, too oily

**D's**

- Color
- Texture – slippery/greasy
- Flavor, aroma – do not care for
- Consistency
- The color
- Smell seemed a little off
- The color seemed unnaturally yellow
- Color is gross

**Verbal Responses****How easy was it to tell the difference between the two?**

- I thought there was a taste difference...yeah, very different.
- It's (D) is very cheese-like, I agree.
- For unsalted butter, it (D) tasted salty to me.
- I thought D was unnaturally yellow...
- I didn't like the look of it (D) but I liked the taste of it, I guess.
- I described it (D) as greasy. It felt slippery and greasy.
- I preferred the smell of C. It reminds me of popcorn, though. But C did have an aftertaste like someone else said that I really didn't care for. And I liked the color of D better, again.
- I liked C more than D because it had a rich variety of flavor whereas D it tasted to me just like one flavor. In C, you can taste that saltiness, you can taste what I describe as cheesiness, creamy that I really like.

**So knowing what you know about the description here, about pasture-grazed, which one did you want to like, or did you not really care? Did you just kind of look at them and say which one would I prefer tonight if I were eating this on a cracker?**

- It was very clear to me that C was a conventional butter and that, for a number of reasons, D was probably the grass-fed, pasture-grazed. And I wanted to like it and I didn't.

**Grass-based milk has been associated with higher levels of good fat such as Omega-3 fatty acids. Did any of you have any comments on that, or skepticism or questions or affirmation, like you heard the same thing?**

- It didn't mean anything to me. I passed right over it. To me, it's like, I don't care.
- Yeah, we see that too often.
- Well, when we're dealing with the positioning statement in the context that we were in, then I want to see the pasture-grazed and cows and family-run. Once I get the science-ese put in there, then I don't care. If it was a different context, then I would pay attention to that type of thing because I am health-conscious and I do read labels.

**How about with the butter, would you spend more for the pasture-grazed butter? Who would spend more for the pasture-grazed butter now that you know it, and would that matter on if you're serving it to kids or not? Do you serve it to your kids?**

- Yeah, my kids don't like butter so that's more of a reason to spend extra because I get to have it all to myself.
- You know, I think that I have seen grass-fed on butter. I think I have some at home right now. It might be the Mrs. Grass's brand but, you know, I wouldn't never buy it because of that. I would buy it according to cost, except for my Amish butter..

**MUENSTER CHEESE TASTE TEST**

<b>Positioning Statement</b>		
<p>Dairy cows in green pastures, grazing on lush, tender pasture grasses for their forage and nutrition. This is the natural, time-honored way for these animals to produce exceptional milk, not only to nurture the cows' own calves but for the farm family's livelihood. Grazing involves a complete food cycle – from building healthy soil, nurturing green pasture grasses, and allowing cows to harvest their own feed at their own pace – all contributing to a balanced, diverse farm ecosystem, healthy animals, and sustainable family-run dairy farms.</p> <p>Grass-based milk, produced in harmony with Wisconsin's landscape, is nutritious, wholesome, healthy, and more flavorful than today's standard milk supply. For example, grass-based milk has been associated with higher levels of "good" fats such as conjugated linoleic acid (CLA) and omega 3 fatty acids. Dairy products produced from grass-based milk possess both sensory and culinary advantages for consumers. And the purchase of grass-based dairy products support sustainability for the farm, farm families, and the environment in which we all live.</p>		
	<b>Product A</b>	<b>Product B</b>
<b>Taste</b>	3.1	4.4
<b>Appearance</b>	3.7	3.2
<b>Mouth feel</b>	3.7	4.2
<b>Saltiness</b>	3.7	3.9
<b>Aroma</b>	3.7	4.3
<b>Overall</b>	3.8	4.4
Which did you like the best? Why?	(See following page)	
Overall, what did you like the <u>most</u> about each?	(See following page)	(See following page)
Overall, what did you like the <u>least</u> about each?	(See following page)	(See following page)
How much would you expect to pay for this product at retail?	\$3.70 per half-pound	\$4.10 per half-pound
Now that you have tasted the product, how likely would you be to purchase it?	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 3.1	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 4.5

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5= Excellent

**Written Responses****Which did you like the best? Why?**

- B - better flavor and texture
- B - stronger flavor, smelled more complex
- B - richer, more complex flavor
- Product B had better taste and taste is more important than experience
- Product A felt better in my mouth
- B – mouth feel, flavor, better aftertaste

**Overall, what did you like the most about each?**

## A's

- Not too salty
- The smoothness
- The color
- Color was more pleasing
- Enticing aroma

## B's

- Soft texture, nice aroma and flavor
- Smoother, richer-tasting
- Flavor
- Taste and mouth feel
- Saltier, softer
- The taste seemed more complex

**Overall, what did you like the least about each?**

## A's

- Mild, more bland, less salty than B
- More artificial or uniform flavor
- Rubbery texture
- Flavor not as rich; artificial

## B's

- Texture a little grainy, a little saltier than I like
- There was an aftertaste I didn't care for
- Orange on rind
- Color too yellow

**Verbal Responses**

**First of all, how easy was it to tell the difference between the two; was it harder or easier than the other things?**

- I think it was the easiest out of all of them.
- I thought it was hard. It was harder.

**So let's talk about B. What did you like about it?**

- I thought the taste of B was better than A, but I liked the appearance of A better than B.
- But taste is more important than looks to me so I ranked B the higher of the two.
- I liked B because others had mentioned earlier about the butters that they liked the grass-fed because it was more complex, I found that to be true for the cheese and I was one of the people who liked butter when it wasn't grass-fed, but really prefer the cheese to have a more complex flavor, less uniform, more different flavors hitting the palettes at different times so it's less uniform.
- Cheese should be more complex, I think, probably and I found product B did seem more complex than A, but that being said, there was an aftertaste there again that I actually had to eat a cracker because I didn't like it. That was the main thing out of the two. If that aftertaste wasn't there, I think I probably would have liked B a lot more.
- I thought that A had kind of an icky aftertaste and B was a little salty. But overall, I liked it better.

**So do you think if you saw the two cheeses in the store now and you knew one was pasture-grazed, you would choose the one over the other, or do you still think you'd go, oh, I'm familiar with white cheese, the whiter the better?**

- Now that I've had this opportunity, I'd probably pick a grass-fed but having not, I would go with the whiter cheese.

**So here's the big question. How do you, as a cheese marketer, communicate what you've just learned in two or three words on a package?**

- Grass-fed means a yellower product.
- The color, then they should let us know because a lot of people assume that it's some form of coloring.
- And growing up, I was taught that white-ness meant the real butter or the . . . that they didn't add food coloring to it.



**EMMENTALER CHEESE TASTE TEST**

<b>Positioning Statement</b>		
<p>Dairy cows in green pastures, grazing on lush, tender pasture grasses for their forage and nutrition. This is the natural, time-honored way for these animals to produce exceptional milk, not only to nurture the cows' own calves but for the farm family's livelihood. Grazing involves a complete food cycle – from building healthy soil, nurturing green pasture grasses, and allowing cows to harvest their own feed at their own pace – all contributing to a balanced, diverse farm ecosystem, healthy animals, and sustainable family-run dairy farms.</p> <p>Grass-based milk, produced in harmony with Wisconsin's landscape, is nutritious, wholesome, healthy, and more flavorful than today's standard milk supply. For example, grass-based milk has been associated with higher levels of "good" fats such as conjugated linoleic acid (CLA) and omega 3 fatty acids. Dairy products produced from grass-based milk possess both sensory and culinary advantages for consumers. And the purchase of grass-based dairy products support sustainability for the farm, farm families, and the environment in which we all live.</p>		
	<b>Product A</b>	<b>Product B</b>
<b>Taste</b>	3.8	3.3
<b>Appearance</b>	3.7	3.8
<b>Mouth feel</b>	3.0	3.4
<b>Saltiness</b>	3.5	3.2
<b>Aroma</b>	4.0	3.5
<b>Overall</b>	3.2	3.5
Which did you like the best? Why?	(See following page)	
Overall, what did you like the <u>most</u> about each?	(See following page)	(See following page)
Overall, what did you like the <u>least</u> about each?	(See following page)	(See following page)
How much would you expect to pay for this product at retail?	\$4.57 per half-pound	\$4.10 per half-pound
Now that you have tasted the product, how likely would you be to purchase it?	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 3.6	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 3.6

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5= Excellent

**Written Responses****Which did you like the best? Why?**

- A. Flavor was more complex
- A. Better flavor and texture. Delicious
- A. Delicious, deep complex and rich flavor
- Product A had a nutty flavor that I enjoyed

**Overall, what did you like the most about each?****A's**

- The creamy yet nutty flavor
- More concentrated flavor
- Melts in my mouth nicely
- Flavor

**B's**

- Soft texture, nice aroma and flavor
- Spellbindingly good
- Nice color
- Nutty flavor
- Creamier of the two
- Grainier

**Overall, what did you like the least about each?****A's**

- Didn't enjoy the rind
- Had dense consistency
- Very hard to slice, looked like it sat out too long
- Slightly grey color, pasty texture
- Very complex, super delicious

**B's**

- Not as complex, a little bitter
- Chalkiness-texture, too salty
- Ammonia aftertaste
- Blander than A
- Good cheese, just not as good as the other
- I almost felt a bug spray type taste

**Verbal Responses****So let's have the A's talk a little bit...**

- I like the texture. Well, number one, the flavor I think is really wonderful and more complex. My biggest thing, though, was the texture. But the A seems to melt in my mouth a lot more easily than the B which is much chalkier, I felt.
- This one was kind of a tie with A. One because I thought that it had a better flavor. I didn't kind of like the gray color and I thought the texture was kind of pasty but taste won out.

**Would you be more likely to go with the pasture-grazed if you were going to eat it alone like on crackers, or would you be more likely to go with the regular milk-based, or doesn't that matter?**

- In this case, it did matter to me because I didn't think that the pasture-grazed was very easy to slice. It crumbled. It was probably, for me, I looked at it like, it would be a better grating cheese like a Parmesan or something that I would be more apt to grate it where . . .
- It would be hard to slice.
- They look very different but I don't think they tasted that different. I agree with the two of you that I don't think that there's that much . . . it's harder to make a decision here that I really like this one a lot more than the other one.

**What you were thinking about as you rated those cheeses?**

- I don't know how to describe it. The only thing I can think of is bug spray, almost, for product B. That's not the right term, but it's the closest thing that I can come to like, a chemical almost. And I don't know what it is but that's not the right term but that's the only one I can come up with. And I thought A had a nutty flavor and I really liked that.
- That's so weird. I almost wonder if my cheeses were switched because I thought B was wonderfully nutty and really complex and fabulous and A was delicious. I would be happy to buy it anytime but it was more like Parmesan, that it really didn't seem that unusual to me.

**NOODLES IN BROWN BUTTER TASTE TEST**

<b>Positioning Statement</b>		
<p>Dairy cows in green pastures, grazing on lush, tender pasture grasses for their forage and nutrition. This is the natural, time-honored way for these animals to produce exceptional milk, not only to nurture the cows' own calves but for the farm family's livelihood. Grazing involves a complete food cycle – from building healthy soil, nurturing green pasture grasses, and allowing cows to harvest their own feed at their own pace – all contributing to a balanced, diverse farm ecosystem, healthy animals, and sustainable family-run dairy farms.</p> <p>Grass-based milk, produced in harmony with Wisconsin's landscape, is nutritious, wholesome, healthy, and more flavorful than today's standard milk supply. For example, grass-based milk has been associated with higher levels of "good" fats such as conjugated linoleic acid (CLA) and omega 3 fatty acids. Dairy products produced from grass-based milk possess both sensory and culinary advantages for consumers. And the purchase of grass-based dairy products support sustainability for the farm, farm families, and the environment in which we all live.</p>		
	<b>Product A</b>	<b>Product B</b>
<b>Taste</b>	4.1	3.6
<b>Appearance</b>	4.6	4.1
<b>Mouth feel</b>	4.0	4.1
<b>Saltiness</b>	3.8	3.8
<b>Aroma</b>	4.3	4.2
<b>Overall</b>	4.2	4.2
Which did you like the best? Why?	(See following page)	
Overall, what did you like the <u>most</u> about each?	(See following page)	(See following page)
Overall, what did you like the <u>least</u> about each?	(See following page)	(See following page)
Now that you have tasted the product, how likely would you be to purchase it?	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 4.3	<b>Not at all likely ← → Very likely</b> 1 2 3 4 5 4.2

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5= Excellent

**Written Responses****Which did you like the best? Why?**

- B. A little more flavorful
- A. They were both very delicious. I do prefer plate A but it's a close call
- A. Nutty garlic flavor
- A. Yellower color
- A. Deeper, richer flavor and aroma

**Overall, what did you like the most about each?**

## A's

- Taste
- Nuttiness, cheesy smell, complex layers of taste
- The saltiness was better
- Appearance, color and aroma
- Richer color, nutty aroma

## B's

- Smell and flavor
- Delicious, lighter flavor
- Cheesy flavor
- Taste, mouth feel, saltiness
- Tastes almost like a mild olive oil

**Overall, what did you like the least about each?**

## A's

- Slightly oily
- Not quite as tasty

## B's

- A little greasy feeling
- Oily texture, noodles tasted undercooked
- Milder

**Verbal Responses****How easy was it to tell the difference between the two?**

- This was the closest as far as I was concerned.
- I could tell no difference whatsoever.
- I could tell a little but very, very slight.
- I preferred A. I thought it had a richer, deeper flavor and than just looking at it on the plate. With B, you just end up with just this clear, oily residue, whereas with A, it just seems richer like there's more milk solids in it or something. And I just found the flavor to be a lot better, a lot more interesting and B, it seemed a little overpowered by the sage which said to me that the butter wasn't as flavorful.

**Were you able to choose which one you preferred, the A or the B?**

- Yeah, B is almost like olive oil, I thought. It has that real lightness and I agree with you. A, it had a much more complex layers of taste. They were both good but B was a lot lighter.
- I have to say for both A and B, and for all of those where you rate taste, appearance, mouth-feel, it's the same on both sides because I think that they were both delicious and I liked it. But I couldn't say that one was excellent over something else. But I definitely preferred A, they were both really good.
- I thought A had a little more of a nutty flavor. But I did question whether that, because they look very similar . . well, maybe that butter is just slightly more round and then change the flavor . . .
- It's hard to do an experiment like this. This one was probably the closest, really tough.