Summary Report - Sep 14, 2012
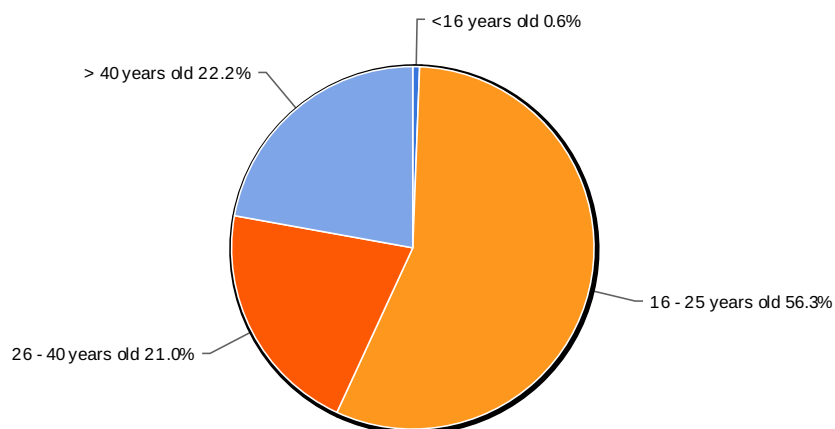
Survey: Food Warden - iGEM Groningen 2012

How old are you?
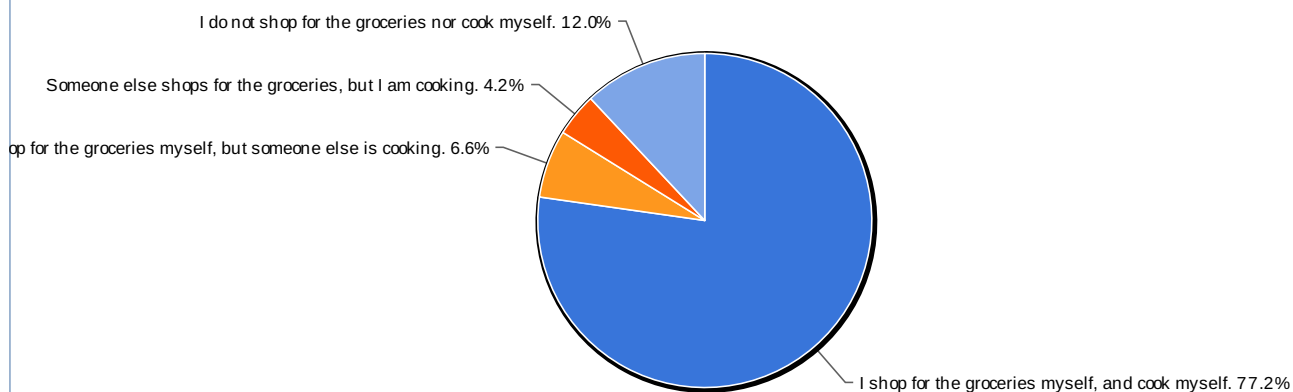

1. How old are you?

Value	Count	Percent %
<16 years old	1	0.6%
16 - 25 years old	94	56.3%
26 - 40 years old	35	21.0%
> 40 years old	37	22.2%

Statistics	
Total Responses	167
Sum	2,414.0
Average	18.7
StdDev	4.4
Max	26.0

In your daily life, do you shop for the groceries and cook yourself? Choose the one that is most typical for you.

2. In your daily life, do you shop for the groceries and cook yourself? Choose the one that is most typical for you.
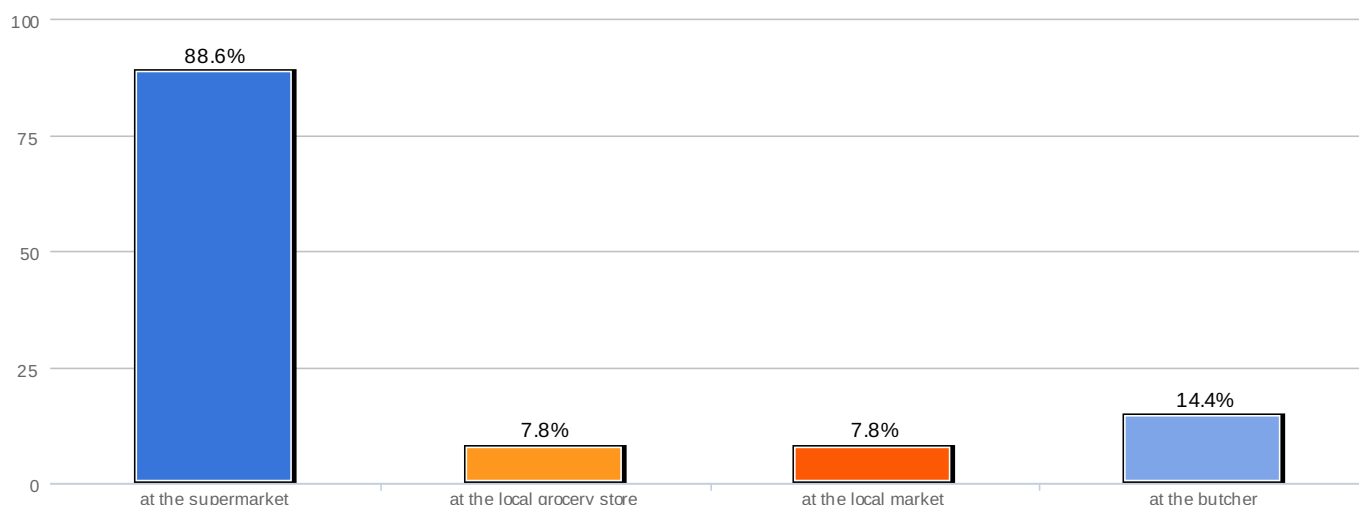
Value	Count	Percent %
I shop for the groceries myself, and cook myself.	129	77.3%
I shop for the groceries myself, but someone else is cooking.	11	6.6%

Statistics	
Total Responses	167

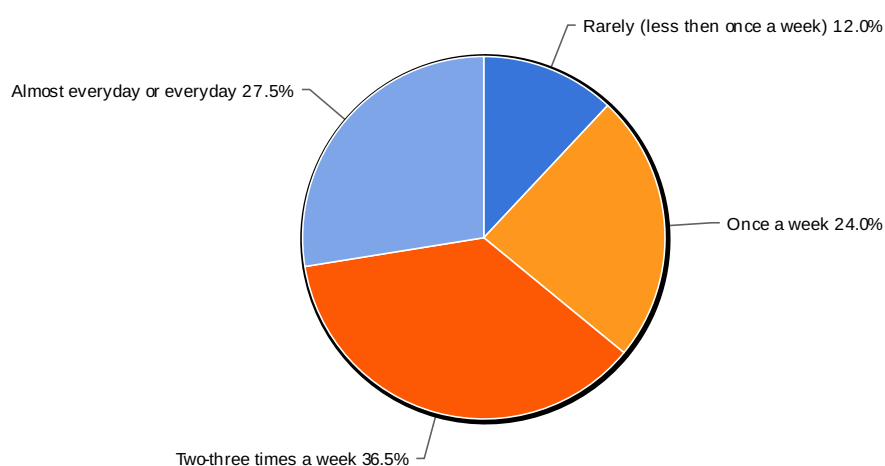|		
Someone else shops for the groceries, but I am cooking.	7	4.2%
I do not shop for the groceries nor cook myself.	20	12.0%

3. Where do you buy your meat?

Value	Count	Percent %
at the supermarket	148	88.6%
at the local grocery store	13	7.8%
at the local market	13	7.8%
at the butcher	24	14.4%

Statistics	
Total Responses	167

4. How often do you buy meat?

Value	Count	Percent %
Rarely (less then once a week)	20	12.0%
Once a week	40	24.0%
Two-three times a week	61	36.5%
Almost everyday or everyday	46	27.5%

Statistics	
Total Responses	167

Do you buy your food products in small, or bigger amounts? Choose the answer that is more typical for you.

family package of chicken filet) - because it is cheaper 45.5%

Small amounts (e.g. one hamburger, one steak) - only what
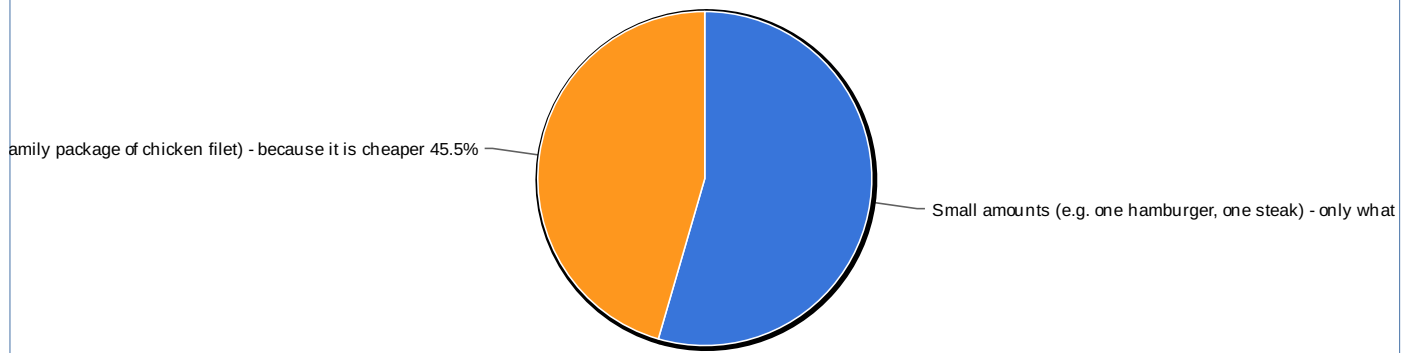
6. Do you buy your food products in small, or bigger amounts? Choose the answer that is more typical for you.

Value	Count	Percent %
Small amounts (e.g. one hamburger, one steak) - only what I know I need, even if it is more expensive	91	54.5%
Bigger amounts (e.g. a family package of chicken filet) - because it is cheaper	76	45.5%

Statistics	
Total Responses	167

Do you think that 'Best before' dates are an accurate measure of food edibility?

No 52.1%

Yes 47.9%
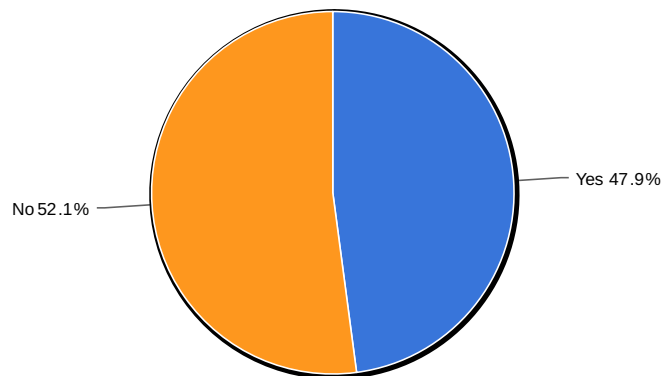
7. Do you think that 'Best before' dates are an accurate measure of food edibility?

Value	Count	Percent %
Yes	80	47.9%
No	87	52.1%

Statistics	
Total Responses	167

Do you ever throw food away because you bought too much, and you are not sure if it is good to eat any more? Please try to estimate on the basis of the last half a year.

Very often (more than once a week) 3.6%

Quite often (few times a month) 29.3%

Never or almost never 21.0%

Rarely (once a month) 46.1%
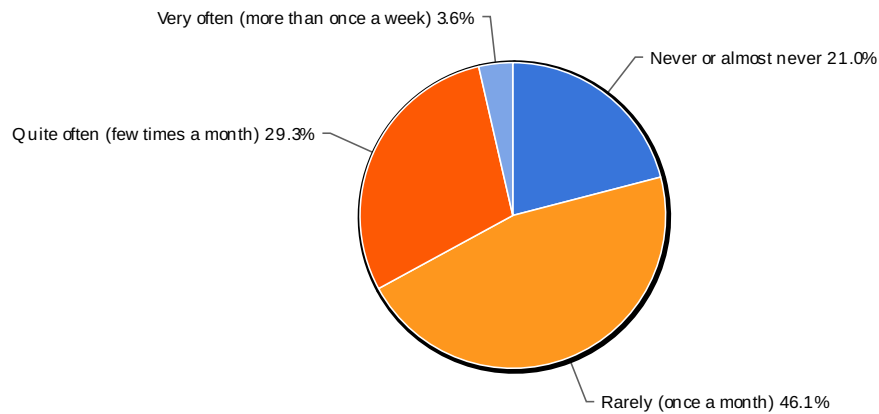
8. Do you ever throw food away because you bought too much, and you are not sure if it is good to eat any more? Please try to estimate on the basis of the last half a year.

Value	Count	Percent %
Never or almost never	35	21.0%
Rarely (once a month)	77	46.1%
Quite often (few times a month)	49	29.3%
Very often (more than once a week)	6	3.6%
I'd rather not say	0	0.0%

Statistics	
Total Responses	167

Have you suffered from food poisoning within the last year?

Yes 10.2%

No 89.8%
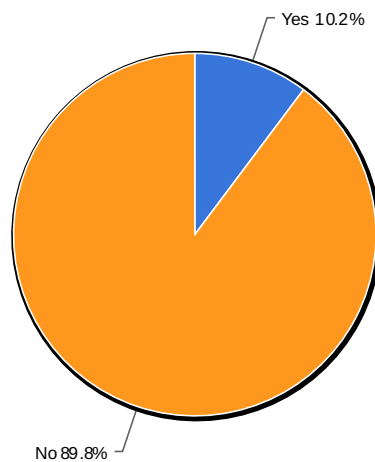
9. Have you suffered from food poisoning within the last year?

Value	Count	Percent %
Yes	17	10.2%
No	149	89.8%

Statistics	
Total Responses	166

Would you like to use a product like the Food Warden sticker that indicates whether the meat is still good to eat or not?

No - other reasons 4.8%

No - I have no interest in the product 9.6%

Yes - other reasons 4.2%

Yes - I could buy bigger packages and save money 9.0%

Yes - I would be certain that my meat is safe to eat 72.5%
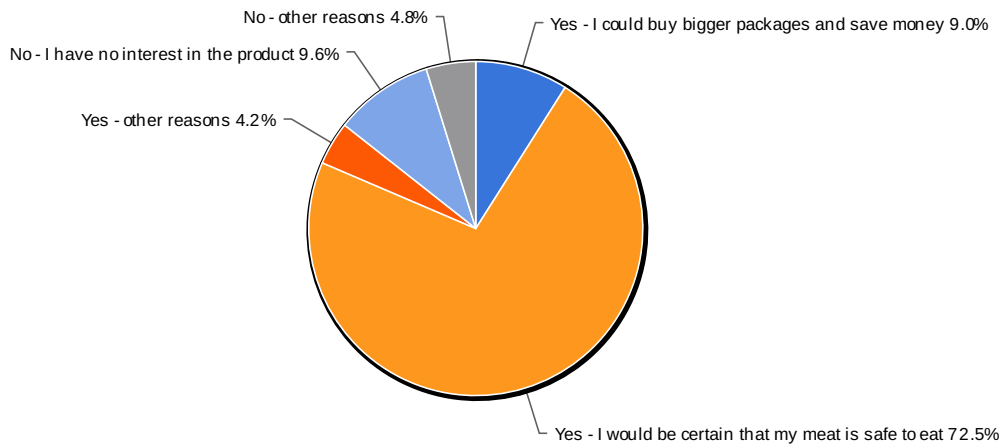
11. Would you like to use a product like the Food Warden sticker that indicates whether the meat is still good to eat or not?
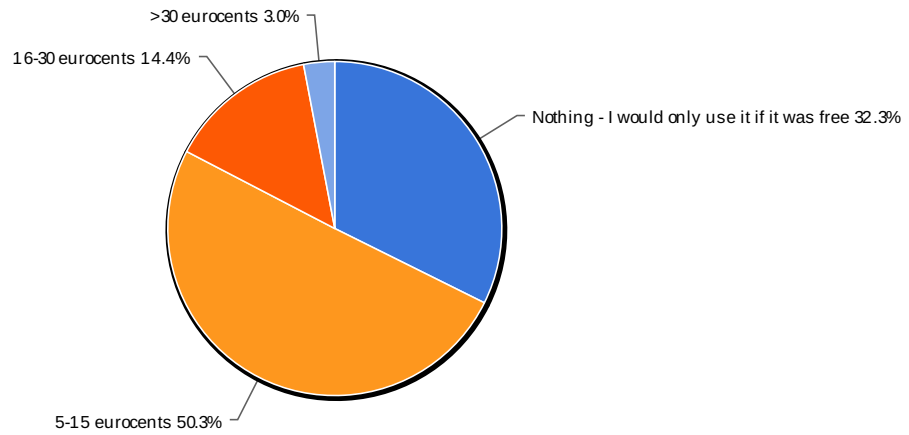
Value	Count	Percent %
Yes - I could buy bigger packages and save money	15	9.0%
Yes - I would be certain that my meat is safe to eat	121	72.5%
Yes - other reasons	7	4.2%
No - I have no interest in the product	16	9.6%
No - other reasons	8	4.8%

Statistics	
Total Responses	167

If you chose "other", could you please present your reasons in the box below:

Count	Response
1	I buy large portions of meat and what I do not use on the first day I freeze for later use.
1	I could buy bigger packages, and I would be certain that it would be safe to eat.
1	I could probably check frozen meet after unfeezing it. I'm pretty often unsure about it.
1	I like the idea of trying to bring down the amount of food wasted to a minimum.
1	My butcher is very, very ssave! !
1	could be freshness indicator
1	it find it very regretting if i have to trough away meat. so if this product prevent me for doing so i would be very willing to use it!
1	I'm buying stuff smart and put the meat i don't eat shortly in the freezer. "best befor" are a good indicator, but in the freezer it's rotting very slow, so I don't look at the "best befor" date.
1	I will know by myself when meat is rotten by colour change, smell or gas formation (bulging plastic)
1	When I buy meat in bigger packages I put the meat in my freezer and I defrost it when I need/use it. That way I think my product stays fresh and there is no need for me to use the Food Warden
1	Misschien leuk om te kopen om een keer uit te proberen. Ik zou het wel leuk vinden als het het product niet duurder maakt, dan lijkt het mij handig.
1	I do not trus that the bacteria are safe. They do no harm to me, but can it be guaranteed they do not contamine the gene pool of the orignal species?
1	I would use it as an extra indication, but still, even if I was using this sticker I would judge myself if the food is still ok.
1	I am confident I can judge wether food is still good to eat or not, just by smelling and looking at it, and using my common sense.

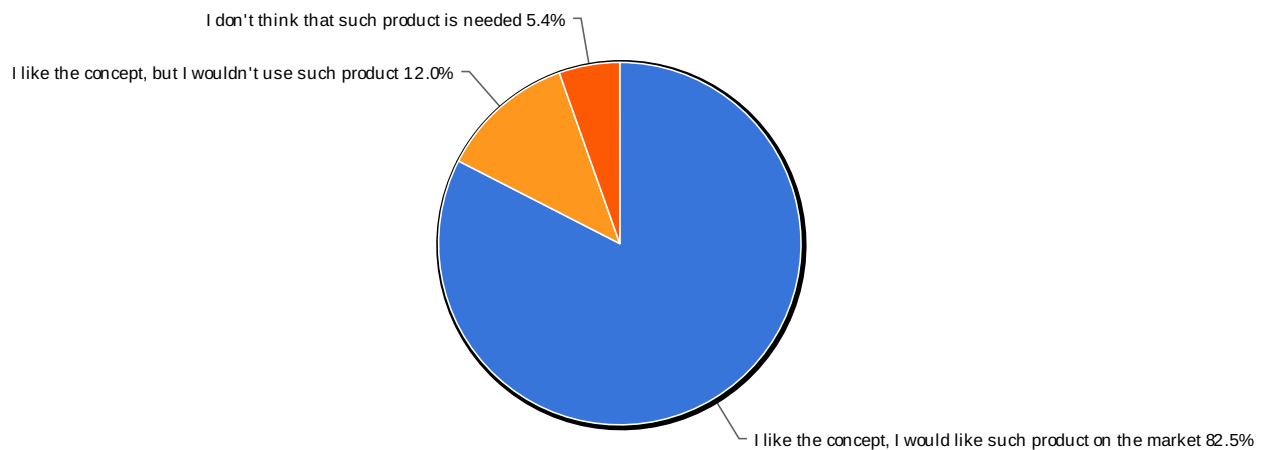**How much would you be willing to pay extra for your meat if it had the Food Warden sticker supplied with it?**

- >30 eurocents 3.0%
- 16-30 eurocents 14.4%
- Nothing - I would only use it if it was free 32.3%
- 5-15 eurocents 50.3%

12. How much would you be willing to pay extra for your meat if it had the Food Warden sticker supplied with it?

Value	Count	Percent %
Nothing - I would only use it if it was free	54	32.3%
5-15 eurocents	84	50.3%
16-30 eurocents	24	14.4%
>30 eurocents	5	3.0%

Statistics	
Total Responses	167
Sum	804.0
Average	7.4
StdDev	4.6
Max	16.0

In general, what do you think about the Food Warden system?

- I don't think that such product is needed 5.4%
- I like the concept, but I wouldn't use such product 12.0%
- I like the concept, I would like such product on the market 82.5%

13. In general, what do you think about the Food Warden system?

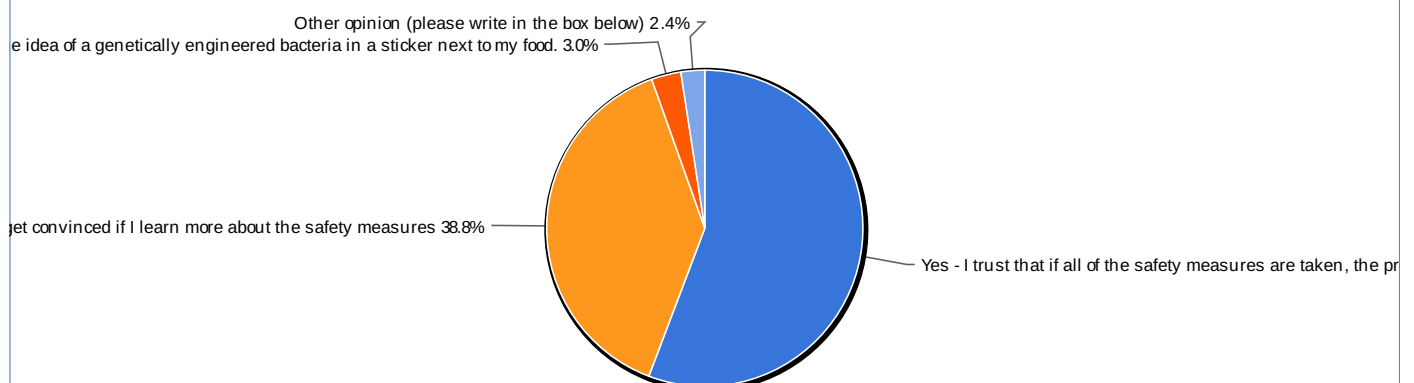| Value	Count	Percent %
I like the concept, I would like such product on the market	137	82.5%
I like the concept, but I wouldn't use such product	20	12.1%
I don't think that such product is needed	9	5.4%

Statistics	
Total Responses	166

15. Do you have anything you would like to share with us (feedback, ideas)?

Count	Response

1	Great idea!
1	It is very usefull. I would like to see profucts associated with this idea.
1	Nice idea!
1	Nice idea, good luck with IGEM!
1	Supergoed product, alleen als het bijna tot niets extra kost.
1	Very good initative-hope it will be a hype on the market !
1	freshness indicator instead of only turning when spoiled could be even more usefull
1	great idea guys best wishes!
1	it may be success if it is free
1	something like that should be standart
1	yes
1	I would want to be sure the Food Warden sticker is safe, does it detect rotten meat under every circumstance?
1	I vuy large packages of meat and like to freeze them in smaller sizes. I would need more them 1 sticker for the repacking at home. i think a roll of stickers is also very convenient to use on every kind of meat i repack at home. Would it also be working with fish?
1	i finf it a very elegant system, because it prevends us from thoughing away good perfectly fine food.
1	I like the idea, and I think a lot of people will benefit from the product. Especially people who throw away food too soon with the only reason that it is at the expire date but still fine to eat
1	It should be an European standard. You never know what producer, re-seller or retailer did with 'best before' dates. And most meat doesn't have it. On the other side 'best before' dates are not really a deadlines, so a lot of food is wasted, because it had reached its 'best before' date, but it is still eatable
1	needs to be a very reliable system, people will trust the result so it should be better than your own judgement of food quality
1	Save consume with FoodWarden! This is GOLD if you succeed and keep on trying to conquer the market. Just go for it!
1	The idea is good, but for use in "rich" countrys with freezers ang fidges i don't see a future for the product. In other "poorer" countrys it could be a good thing. Are the detected gases the only indicator...
1	Please develop death-modules first. Modules that ensure the death of the bacteria as soon as its of the sticker.
1	Most people know when your food is still good or not because you can smell it immediately, maybe not in the package but definitely when you're baking it
1	regarding question 10; i would consider buying the product .. but not if it costs 5-15 cent extra every time i buy meat :/ I would perhaps buy it seperately
1	The "use before" date is unreliable and gives the feeling that products are still good, but the time stamp tells to throw it away. Any system that can produce a better method is appreciated. But when the Food Warden sticker generates an intermediate colour between neutral and red it is introducing another uncertainty when to throw it away. Clear how to use instructions are a must in that case. What is the safety factor build in?

The Food Warden sticker contains genetically engineered bacteria. We have taken very strict safety measures to ensure the product is not harmful. You can find our safety measures and considerations on a dedicated safety page. Do you think it is safe to put Food Warden sticker next to your food?

Other opinion (please write in the box below) 2.4%

e idea of a genetically engineered bacteria in a sticker next to my food. 3.0%

get convinced if I learn more about the safety measures 38.8%

Yes - I trust that if all of the safety measures are taken, the pr

16. The Food Warden sticker contains genetically engineered bacteria. We have taken very strict safety measures to ensure the product is not harmful. You can find our safety measures and considerations on a dedicated safety page. Do you think it is safe to put Food Warden sticker next to your food?

Value	Count	Percent %
Yes - I trust that if all of the safety measures are taken, the product is safe	92	55.8%
Maybe - I am not sure if it is safe, but I might get convinced if I learn more about the safety measures	64	38.8%
No, I do not like the idea of a genetically engineered bacteria in a sticker next to my food.	5	3.0%
Other opinion (please write in the box below)	4	2.4%

Statistics	
Total Responses	165

Count	Response
1	I am 81 years old, I don't want to judge these things.
1	I'm generally positive about GMO
1	third party laboratory should make test not sponsored by company related to food warden
1	There is nothing more harmfull about the bacteria you used than one that might get on my food from whatever surce including myself, for as far as I know you are not using a bacteria that is pathological in any sense, and the proteins produced by the bacteria will not be harmfull either. There is no biohazard.
1	Genetically modiffied sound like "devils work". Most people will not belive it is harmless, specially with today propaganda genetical modifcations are evil.
1	What if i store the meat in a way that the bacteria die and can't detect rotten food anymore? dead bacteria -> no red color -> meat is good (even if its rotten and fungus is already growing on it)