

More Focus Group
6/28/16

M: Moderator - Katrina Levine
C: Commentator – Kinsey
P: Focus group participants

M: Alright, so kind of as a way of introducing yourselves, um would you all please state your name, ...um, you only need to do your first name, you don't have to do both, umm.. and how often you shop at grocery stores, um, and the one thing or type of item that you buy most often. So you can start either way, if anybody wants to go first, or?

(Pause)

P: Okay, so I'll start. (laughter) Bear with me. My name is [P1], um I grocery shop once, maybe, possibly twice a month, 'cause I only get paid once a month. ...um The majority of the things that I purchase though, I do a lot of fresh meat and but I do more frozen vegetables. Um, and then I don't, I try not to do too many snacks and processed items, but more fresh, more fresh meat and more frozen vegetables.

P: Hi, I'm [P2]. Uhm...I go shopping about once a week. Umm, mostly because I buy mostly fresh produce and stuff and I don't like it going bad, so I try to like buy what I need. Umm... I think I mostly buy like a lot of chicken. (laughter)

P: Hi, I'm [P3]. Um, I probably grocery shop, I'll say once a week, I think that's about average, and milk is the thing I buy the most because I have two boys about to start middle school, one is and the other one is in high school, so growing boys means lots of milk. (laughter)

P: Hi, my name is uhh [P4] but you can call me [P4], 'cause it's kind of complicated, and most people usually get it wrong uhh.. I usually shop once or twice a week and uh, the things that I buy the most are produce and juices, orange juice mostly. 'Cause I like to have it in the morning.

P: Hi, I'm [P5] I shop about twice a week, usually fresh produce and milk. That's it.

P: Hi, I'm [P6]. I shop probably once a week, occasionally twice, um, but like most everybody, fresh produce, um, I really like apples (giggle) I eat an apple every day, so I guess that would be the thing I probably buy the most of.

(Pause)

P: I shop once a week and then maybe a short run for bread or whatever, and I...eggs pop into my head, I buy eggs and produce. Fresh produce.

(Pause)

P: I'm [P7]. Umm, I have three little kids at home so I buy a lot of milk and bread. Umm, I'm at the store two or three times a week. Probably, rather than, 'cause I can't remember what I need in one trip, so I always end up going back.

P: I'm [P8]. Umm, I go probably two or three times a week 'cause I'm a couponer, so I hate to go to three stores on the same day, so I space it out. Umm, and I probably buy mostly fruit.

P: Umm, I'm [P9]. Uhh, I shop, probably once every two weeks and I do a lot of pasta cooking, and uhh, fresh produce for sauces and stuff.

M: Awesome. So definitely a wide range of times from one week to several times a week and a variety of items. Lots of those staples: bread, milk, and eggs. You know, lots of produce and meats, so...awesome!

Umm, which store do you all shop at most often, like company or brand, or anything, and what's your umm, main reason for shopping there?

P: Usually for me, it's either Lowes Food, umm, because it's close to my house and they have, they usually have a good variety of meats and um, you know the vegetables. And then occasionally if I'm looking for, if they don't have it Kroger is not far from my house, so--

M: Anyone can answer. We don't have to keep going around (laughter)

P: I shop at Harris Teeter. Umm, I don't get my produce at a grocery store most of the time. I belong to the Produce Box so because that's how I get my produce, I don't, I mean, it's not shopping for it, I kind of, on a Friday I get an email—

P: Just delivered

P: -- out, so I consider that kind of different, but that's why, that's why, produce would be the thing I'd get the most of and most often, but um, Harris Teeter is where I shop and it's mostly their, their Vic stuff is pretty reasonable. I'm, I'm a bargain shopper and I, I am not, I used to be a, a notebook couponer, and now I've gotten out of it. But, they let you deal on top of deal, and that works for me there most of the time.

P: Yeah, I Harris Teeter 'cause it's Super Doubles. Umm, Food Lion is second. Lowe's Food is third.

P: Food Lion.

P: I usually shop at Food Lion because that's the closest.

P: Yep.

P: Food Lion 'cause it's convenient.

M: How about you [P10]?

P: Harris Teeter with the deals, I check on them Wednesdays, but Lowe's is probably the closest to me. It's maybe half a mile, tops.

P: Yes. Same here.

P: And then Food Lion, and I also go, if, I'm going to use a lot of produce, vegetables, to make a pasta salad or something for a group, I will go to Aldi's.

P: Umm, hmm. Yeah, I do that occasionally.

P: Their, uhh huh, their produce is, I've never found it bad, I mean, I use it quickly, but and it's very reasonable.

P: Very.

P: Mmm hmm.

(Pause)

P: I go to the Farmer's Market a lot and Food Lion. Mostly 'cause Food Lion's cheap and their meats are like relatively reasonable.

M: Okay.

P: I mostly shop at Food Lion and Harris Teeter, Food Lion most of the times 'cause it's closer to my house. And Harris Teeter also.

M: Okay.

P: Umm, I shop at Kroger for my basics. I use all my coupons at Harris Teeter, and then umm, my husband works on State's campus, and so a lot of times he'll go by the Farmer's Market and buy fruits and veggies for us.

P: I shop at Lowe's Foods because it's about a two minute walk from my house.

P: Yeah, it's close.

P: And if I need anything in bulk, I go to Costco.

P: Well, and I do Sam's. And I was going to say, sometimes, and although Food Lion and others may be a little cheaper if I'm look, sometimes they don't carry specific things, or they don't carry you know like, umm, if I'm looking for lamb, I'm not gonna get that at Food Lion.

(laughter)

P: Right.

P: Fair enough

M: So a lot of what I'm hearing is mostly places that are probably most convenient, and then also you know, cost factor, and you know price-wise, a good deal, and then for like certain specialty items or something you--

P: Whole Foods

M: You might go somewhere else.

P: Yeah, and see there's definitely not going to be any, anything specialty at, at Lowe's, I mean, not at Lowe's, at umm... Food Lion and every once in a while, you might find something at Kroger that's specialty.

M: And then also the Farmer's Market too 'cause for a lot of you that's a variety of things in one place. Okay.

P: I visit, umm, I visit my family in Charlotte a lot, and they usually have me do the shopping and I go to Publix and they usually have a really good selection of stuff. They have really good specialty things.

P: There aren't enough around here yet.

P: We just, they just got the one in Charlotte. I mean, in Cary. Yep.

P: I would, I would drive the distance.

P: Aren't they coming to Wake Forest?

P: They're coming to Wake Forest. Yeah. I'm counting my days down.

(laughter)

M: Now why would you, why would you choose umm, that grocery store--

P: Publix.

M: You know in terms of convenience factor? Like what is about that store that would make you, make you, going there would kind of trump that convenience?

P: I, personally I actually really like all of their like generic brand items because they're, they're--

P: Really good

P: They rival like name brand quality very easily, whereas like Lowe's Foods, Food Lion quality is not necessarily the same.

P: That's true.

P: And they usually have a larger selection of items.

P: Mmm, hmm.

P: The only other place that compares to that is something like Trader Joes and that's because you know that it's a name, like they really just get permission to put, you know, Trader Jose's on the salsa or something like that.

P1: And I was going to say, the thing with, with Publix, 'cause I've shopped with them in Georgia, they're sorta like, you right, the name brands are better, but they also, they carry the specialty items, the regular name brand, and the generic, and all of them are pretty much comparable. They're not too much difference in price with a lot of them either.

P: And they also have a really good reputation, like as far as like customer service. And like even my boss, umm, she gave me a whole booklet of Publix umm, coupons, that she was like, you know 'cause they did Paleo, so they didn't eat the stuff that they gave them, just like tons of just free food, like you don't even have to purchase it. You know, and they give you a coupon if they like help you take your groceries to your car. So, like, I mean, I know that's not food safety, but like, that kind of reputation of just good people, is like pretty big on my book, like I'll go the extra mile for good customer service. And brand loyalty, I guess.

P: That's why I still go to Kroger because there's other stores that are closer, but I've been going to that same Kroger for 5 years. I know all the cashiers, they know me, they smile at me, umm... and also, the Kroger, the Kroger brand for like pasta sauce umm, is better than Prego. It's awesome to find generic brands that I like better than name brand. That's where I go there.

M: So the idea of customer loyalty, customer service, umm or brand, brand loyalty, umm, are there any other factors that you all consider when you're choosing a grocery store?

(Pause)

P: No, not that I can think of.

P: The quality of the whole game, isn't it?

(laughter)

M: Okay.

P: I would, I would consider price. 'Cause I've usually had a Lowe's Foods and a Harris Teeter close to me a lot and I've usually chosen Lowe's Foods because Harris Teeter's base prices are definitely higher.

P: Mmm hmm.

P: That's true.

M: Would umm factors like quality or cleanliness, how would they rank kind of in terms of--?

P: I, I definitely umm avoid the Food Lion by our house. It's the older, like it just happens to be the older shopping center that's not been renovated, and I know that Food Lion itself is trying to be um, you know upgrade and they replace floors like that. But, in general, um if the place is old, I'm most likely going to the newest place. There's a new, umm, off of Creedmoor, there's a new Harris Teeter, and it's about the same distance as the one at the corner of Strickland and Leesville, but I--

P: It's nicer

P: It's, it's new. So I go to the one that's new.

P: I go there all the time.

P: It also has a Starbucks. That would get me into most grocery stores admittedly.

(laughter)

P: There's two Krogers like within a mile of each other, and I live in between the two of them, but one of them is sketchy and one of them is not. So,--

M: What makes it sketchy?

P: Umm, the cashiers are rude. Umm, everything seems like cluttered and like they don't know where to put stuff. Umm.. (pause)

M: Do you all agree with, in general?

P: One thing I noticed in the Food Lion, their produce, if you want it to stay fresh a while, that's not where you shop, 'cause it goes...I have thought that. I don't.

(Pause)

P: I've seen that too.

P: Yeah, it usually happens with the eggplants, the organic eggplants they have. You know, two days, they go bad.

P: Uh huh.

P: It's usually not the other eggplants. Just the organic ones. That's why they go bad.

M: Any others thoughts or comments on this topic or others? Okay, umm, we'll move on to the next part then. Umm, how often do you all prepare meals for yourself and how often do you prepare meals for others, if you prepare meals for others?

P: How many times a day?

(laughter)

P: 3 times a day.

P: I was going to say you have three kids.

P: Yes!

(laughter)

P: Seven days a week.

P: That's right!

P: 365 days a year.

(laughter)

P: We go out once a week. So, twenty meals a week.

P: Okay.

P: Meals, oh my gosh.

P: Yeah, are you talking about meals or how many times we cook per week?

P: Meals, I make lunches for--

M: Yeah, how often do you prepare meals for yourself or others?

P: Oh, Lord. Shoot. This week I was home on Sunday, so I haven't turned the stove on all week. So, umm, if I don't usually get it Sunday or Monday, it's a wrap for me. So--

P: I guess we have to determine what preparation is.

P: Yeah.

P: I mean like putting it in the microwave, does that count? Like, I mean...

P: I assume she means turning the stove on.

P: Making a sandwich is the same as—

P: Making a sandwich, yeah.

P: You know grilling a, a turkey breast or something like that. So if it is, then?

P: That's up for interpretation. Yeah.

P: I do a lot of crock-potting. So, I cook--

P: That's preparation.

P: Once a week for the whole week, and if I want something else in the middle of the week, I'll just make it on the fly. So, two, two times a week maximum.

P1: Yeah, like I said usually for me it's an average of once or twice 'cause you right. Sundays, if I can get it together, I'll cook something and then the other meal is in the crockpot.

(pause)

P: I think about every day. Um, like I usually have one cooked meal a day. Usually like dinner, umm, and then I cook for other people probably about once a week. Me and my friends, we all get together, we all bring a dish kind of celebrate being poor.

(laughter)

P: I like that one.

P: I like that. Yeah, I don't prepare anything for anybody.

P: So, I guess I would say I prepare lunch seven days a week, and you probably do, if they're small, you probably do--

P: They're, they're little, I mean, we have pancakes sometimes for breakfast. So, like cooking a meal to eat right then--

P: Pancakes count.

P: Probably twice a day.

P: Yep.

(laughter)

P: Probably twice a day. We'll either have a cold cereal or we'll have sandwiches or something, but probably twice a day I'm still cooking.

M: Okay.

P: 14 times a week I think.

P: Maybe 5-6 times per week. And sometimes friends come over so it usually, it's usually not planned, so whenever I'm trying something new maybe once or twice a week.

M: What about you, [P5]?

P: About the same. I cook everyday. For friends and others, maybe once or twice a week.

P: Dinner's every night, and then I cook my lunches for the week on like Sunday night or Monday depending on how the weekend went. And so, and that's like seven-ish meals.

M: Okay.

P: I probably do five or six a week, but I this Lowe's Foods where I'm close to, there's a ton of takeout places that I'm close to, that are good, and a range of food from pizza, Subway, barbeque, etcetera. So, if I don't feel like fixing something when I get home, it's just so easy to run right by there and pick something up.

M: Anyone else? Comments, thought? Okay. Umm, it sounds like I'm hearing, probably an average of once a week for most people, kind of like a big meal, maybe a little more, little

less. Also got some families with kids, and then, you know, cooking meals for your friends. Okay, great! Umm, and so that kind of answers my next question which was: If you prepare meals for others who do you prepare meals them for? Does anyone prepare meals for the elderly, older adults, anyone who's chronically ill, women who are pregnant or breast feeding?

(laughter)

P: I have a lot of friends who are in the same stage of life, so it feels like there's always a meal train for somebody, (laughter) so, yeah probably once a month, maybe twice a month I'm making a meal for somebody else.

M: Okay, cool, um, great! Are there any more thoughts kind of on meal preparation? We also, we also I guess, need to better define prepare.

P: I was going to say, if you take it out the box and pop in the microwave--

P: And making a sandwich, is that cooking?

P: I'm not cooking it, but I'm preparing it.

M: So, heating versus like assembly versus like cooking.

P: Apparently we're changing the survey as we speak.

P: There you go.

P: If I got to turn the stove on...

P: We're contributing to the research right now.

M: Alright, great, well we'll move onto the next part, which is the fun part. These are some photos that. Why does that look weird? So, these are going to be a series of photos that were taken at a grocery store, different grocery stores. We aren't releasing the names of the grocery stores, they're kind enough to let us take pictures of them. So, please imagine that umm, each photo is something that you're seeing this during a grocery trip. Again, remember this is a focus group, there's no right or wrong answer. Your thoughts. And I know in a lot of these, you're going to have to make some assumptions, just just let us know what you're assuming and then kind of what you're thinking. So, umm, for this first one, let's start off with, tell me what you see in the photo.

P: Umm, five year old fruit.

(laughter)

P: Cottage cheese.

P: Tapioca pudding.

P: Brings back college cafeteria memories.

P: The salad bar, like is what I'm thinking, is from, in my, in my world, from a Harris Teeter, and it's just the fruit portion, which is my least favorite kind is when they do cantaloupe and honeydew. It's like...Oh, nothing's in season, we're giving you stuff we got from you know--

P: Other countries.

P: Some other country. And I know that it can be fresh from there, but I know there are different restrictions--

P: Standards

P: In terms of--

P: Fun fact, I used to work at Harris Teeter and that's exactly what happens. (laughter) When nothing's in season, it smells.

P: And it's interesting that you don't shop at Harris Teeter now.

P: Well, I worked there in high school, so it's been a few years.

(laughter)

M: Does anybody else have any, I guess, while we're on the topic, have any umm food handling experience or grocery store, or retail?

P: I worked in the cafeteria.

M: Okay.

P: I worked in a restaurant ages ago.

M: I was just curious, but umm, okay.

P: I also used to work at Jason's Deli on NC State's campus.

M: Okay.

P: I used to work on NC State as well.

M: Umm, okay, cool. So it seems like we're seeing some salad bar, cottage cheese. Umm, would you consider this situation safe or unsafe in terms of food safety, and why or why not?

P: I would say unsafe because I don't know how long it's been out.

P: Is there, is there a guard? We can't see. Is there a guard over it? 'Cause if there's not, I don't know how safe that is.

P: I feel like normally salad bars have a guard, but I know some don't.

P: I feel like they mostly do.

P: I've seen some without.

P: If it's, if it's at the end of the day, if it's like six o'clock at night, I'm not touching that cottage cheese.

P: No. Yeah.

P: Absolutely.

P: Yeah, I would touch the melon if I had to have melon for some reason, though I would never choose to get that, ever. (laughter) but I think if I had to, I'd be okay with the melon, but nothing that looked like it had...

P: Yes. Nothing dairy.

P: And it's weird, but in my mind, I've seen one of the, the salad bars before and instead of being in like ice that's refilled, or whatever--

P: That's what I was about to say.

P: I don't like the fact that it's supposed to be these frozen metal blocks. It's like a refrigerator, but there's a gap. There's like an air gap between the bottom of the pan and the top of what is the frozen metal, like the freezer itself. Umm, so I never feel like that's...

P: Well, plus for me, I don't do it because I don't know is it, was it just put out here today or is this leftover and you just added more to it.

P: Yeah, I've put away salad bars before and I don't know how many days they just put it in the fridge and then take it out again.

P: And the utensils themselves are their own thing. I mean, I know it's not the food. But, but--

P: That's a whole different , yeah.

M: What does everybody else think?

(laughter)

M: No, just a variety.

P: I just go by the looks.

M: Okay.

P: If it doesn't look good or if I get a funny feeling about it, I'm not touching it.

M: How do you mean look good? What are some things you look for?

P: I don't know if I can describe it, but sometimes, things just look old.

P: it just doesn't look fresh. I mean, yeah, if it doesn't look like it was just put out within the last couple of hours. I mean, I'm not one to frequent like an open salad bar anyway. It just kind of freaks me out. But, I'd rather go buy my own melon, if I had to have melon.

P: Well, see if I've got to have it...

P: Like, if there's an opportunity to go buy you know a whole melon over here, I don't necessarily want to go get it out of the salad bar.

P: Plus, that's going to be more expensive.

P: True. Yeah

M: And when you say it looks fresh, what kind of factors are you looking at for freshness?

P: I guess the moisture. Like if the fruit has been left out for very long periods of time, it will loose all the moisture. It will look very dry. From that, you can tell how long it has been left out.

P: Although sometimes if it's really old, even though it's not, it has that kind of extra mushy look, you know which is almost the opposite of that.

P: Yeah, but I think it would start smelling if it's the other moisture.

(Laughter)

P: So, you go by smell too!

P: Use the all your senses.

M: So does anybody use smell or any other senses when you're evaluating?

P: I'll, I'll see if other people have been digging through it. So if it's, if it looks like it's been messed with quite a bit, then I feel like it's been out for quite a while, so I just don't mess with it.

P: See, I'm the opposite. If it's completely full, then I don't know how long it's been there. You know what I mean has it been sitting out since 8 AM and now it's noon and nobody has touched it. I don't know.

P: Well, but even with that, if nobody's touched it, I feel like I got a better chance.

(laughter)

P: That's the utensil thing again.

(laughter)

P: I like the color. Like usually if it's like, oh, this pineapple's supposed to be yellow, but it's like slightly mustard, and you're like that's not right, or... especially I don't do bugs, like fruit flies will come and conquer, and if there's any type of insect around it, I will not touch it at all. And like the curdled milk smell is a thing that comes off of cottage cheese sometimes.

M: So it sounds like I'm hearing a lot of how it looks: that moisture, that freshness, how it smells possibly, also the, you know how long it's been sitting out, the uncertainty around it, whether or not there's a protective guard. These are all factors you all look at. Umm, also, let's go more in depth about this utensil thing. I know that was mentioned before. If you all can elaborate on that a little bit.

P: Sometimes, and I know there's things that I know have thrown me off, I've seen somebody drop it into the fruit, and then you're like (gasping) 'cause you don't know where their hands have been, but then you don't know what else is on that, so they're putting it right into the fruit. You've contaminated.

P: So I'm, I totally agree with that, but with what I was saying, just a ... People wash their hands and people don't. And I'm not, you know like, it's not like they're giving me the plastic little glove to throw and pull through, or although and now that I think of it, the little tissue paper, wax paper thing, like—I'd, if I were to think about it, I'd go looking for that or a napkin before I'd go, but I'm, can be weird about germs, I admit.

P: Personally if I feel like if I had to use one of those little wax paper things, it's dirty enough already and I don't want to touch it.

P: Right, right.

P: Like if I feel I need to use that, then I shouldn't be eating what's on there in the first place.

P: Which is probably why most of the time, that's not a thing. Like open...no. In general, a, a salad bar is not a place I'm grabbing food from.

P: But see like if this was a different type of food, like um, Harris Teeter has like the cookies in like the little dragon, that you use the little pliers to pull through, like that's fine with me.

P: I need a refill on those.

P: If this was like a bowl of cookies or something and they were like dry or had tongs. Instead of like moisture. I don't even know why, even though, even with the same spatula and the same people touching it, I feel more comfortable it with that rather than fruit and cottage cheese.

P: Also, bacteria grows quicker when it's moist.

P: And it's specifically on the utensils as well. At least one thing I noticed when I was working at Harris Teeter is that, metal plates cleans better than plastic. Because plastic will get cuts in it. It's harder to clean those cuts. So if I see plastic ones and they're a little cut up, I will not touch those because sure they wash them every night, but they've still been used quite a bit.

M: So, I'm hearing concerns over, what kind of material are those utensils, who's been touching them, are they washing their hands, did that utensil fall on the food or pushed in the food and is that possible for contamination. Umm--

P: I never even think about that.

(Laughter)

P: It's true, I don't.

P: I do.

P: Well, the germ business just went nuts. Everything you do in a day, you're going to touch, touch, touch and so are millions of other people. And, I'm just am not going to make myself crazy about that. I mean, you can pick up germs anywhere, so I just quit worrying about it. I don't know if it's good or bad.

M: Do you others agree? Disagree?

P: My concerns of this would be the cleanliness of the utensils, but I would not, I wouldn't frequent it because of the food just sitting out.

P: Sitting, that's for me, for me is the main thing because I don't know how long it's been sitting out.

M: Umm, so, I guess so there's pros and cons for the utensil thing, but the main concern being whether or not how long the food's been sitting out? Does everyone agree, disagree with that?

(Group consensus of yes)

M: So in general this is safe, unsafe?

P: Unsafe.

M: Would you purchase that food?

P: No.

P: I think it's unappealing.

P: That's a good word. Yeah.

P: Whether it's safe or not, it's just not appealing.

P: Food safe is actually not the concern.

P: I just don't want that.

P: Presentation.

P: At the same time, if I had to go to a counter, if I had to go to a Wegman's, and I was behind the counter and someone was serving it to me, but it was essentially more like a restaurant, I'm not saying I'd choose this exact food, but I'm saying if it was behind a counter because not every person in the grocery store could have access to it. So, it's a limit to control.

M: So, if you were, I guess along with that, if you were on this particular day at the store, would you purchase that food? Why or why not?

(Group consensus of no)

M: Okay, umm—

P: My thing is just that I can buy a cantaloupe, go home, cut it multiple times, and make all that for about a third of the price.

(Laughter)

P: Less than that.

P: Because you pay like per pound.

P: Isn't it like nine dollars per pound or something crazy?

P: Oh some of that is expensive as I'll get out.

P: Yeah.

P: It really is.

P: If I was going to purchase it and didn't want to purchase the whole melon, I would purchase what is already cut up.

P: Prepackaged?

P1: Yeah, prepackaged. I wouldn't buy it off the bar.

P: That's probably fresher.

P: That's probably about the same price.

P: That and when I purchase like that, I'm purchasing for immediate consumption, just like I would be purchasing off a salad bar. Immediate consumption. It's not going to be around that long, so...

M: [P5] or [P4], what are y'all's thoughts on that?

P: I usually don't get salads, so I don't know...

(laughter)

P: I don't get fruit. I don't eat them. I just eat some kinds of fruit, mostly grapes and oranges, so I wouldn't be looking at melons mostly. And cheese is not something that I use almost every day.

P: Especially after the experience that has given I don't think I would

(laughter)

P: Sorry, everyone.

P: He's tainted the pool!

M: So it sounds like mostly no. It's sitting out or you would want to buy other food in general—

P: Just don't want it.

M: You'd rather buy something that's you know, pre-packaged that's going to be cut up or cut up yourself. Okay. Umm, and would you purchase anything from this department at this store? So maybe not the salad bar—

P: What would be in the department?

M: Like anything in the produce department.

P: It's in the produce department.

(Group consensus: yes)

P: Yeah, that wouldn't prohibit me from purchasing something fresh.

P: It's not like it's disgusting enough that we're like oh gosh, I'm not going to buy anything at this store.

P: And all the produce comes from there. It's all about being open--

P: I think it's just presentation.

M: Okay, and, and would you purchase anything in the particular store?

(Group consensus: yes)

M: Umm, would you do anything in response to seeing this? And why or why not?

P: No

P: No, 'cause there's some people who don't care.

P: Yeah, it's personal preference.

P: I don't look at this and think, no one should be eating that. It doesn't look or anything. It just looks like something I don't want. Which doesn't mean someone else isn't like, yes, I love melon that's open. You know--

P: Or somebody says, hey the convenience of it, lemme just--

P: This is a person that comes in and says I get my breakfast. I get cottage cheese and fruit.

P: Yeah.

P: And that what, that's part of the convenience.

P: Convenience. Yeah.

P: Then I wouldn't, I wouldn't want to stop anyone else from doing that, or a grocery store from selling that. It's just not, not what I would choose.

P: Unless it looked clearly unsafe.

P: If you saw something growing, you'd tell somebody.

M: So you said mold. If you saw any other thing in here--

P: The bugs.

P: If I saw a bug in it—

P: You would tell someone.

P: Somebody sneezed.

M: fruit flies were mentioned. Is that one that would--?

P: Yeah.

P: Yeah.

P: Mmm hmm

P: Or ants.

P: Any insect

P: People dropping stuff in the food

P: Sneezing

P: That's true. If someone drops or put their hand in or whatever, I think I would go to the product department if I saw like the handle go in, somebody put their hand in, like I think I would say something. And just be like, you know, because then their reaction would probably help me decide whether or not I was going to keep shopping in that store. You know, like honestly.

M: Umm, okay. And actually along those lines, umm, would seeing this at a particular store affect your impression of the company/brand, why or why not? And I guess that was--

P: Not this picture.

P: Not the availability in the salad bar, no.

M: Any other thoughts on this picture before we move on? Okay, we'll move onto the next one. Kinsey can you go to the next set? So, tell me what you see in this photo?

P: Some bones.

P: Dog bones.

P: The butcher counter, I hope.

P: Yeah, it looks like they just took the meat off the bones and they're trying to sell them to keep from just disposing them--

P: Using the whole animal.

P: I feel like, that's expensive to do.

P: I've never seen that at a grocery store before

P: Neither have I.

M: Any other thoughts of what we're seeing? So, it sounds like dog bones? Can you tell what's underneath them?

P: Are those drinks in ice?

P: It actually looks like canned – I was thinking canned.

P: It looks like seafood.

P: It looks like fish.

P: Yeah.

P: Yeah.

P: Cans of something.

P: And that's like a jar of--

P: Like oysters or something like that?

P: Is that packed in ice?

P: Yeah.

P: They're soaked in ice.

P: I can't tell what's on the, the left?

P: It's a can of something.

P: Everything else, like in the ice, it looks like, what I would consider the seafood counter, and some of the prepared or packaged things--

P: But what it looks like is a piece of glass and the ice is in the glass.

P: Yeah, there's like—

P: It's like collections.

P: I'm kind of wondering why it looks like it's sitting on a very thin sheet of what looks like butcher paper.

P: Yeah, 'cause it's for a dog. Because it's not made for human consumption.

P: Well, then you have what looks to be raw meat very thinly, very close to the butcher's counter.

P: Where?

P: What it's sitting on.

P: So it's sitting on like a small sheet of paper, and then, like right underneath that is the counter where they're gonna be like handing stuff over to customers.

P: Oh, yeah. I see it.

P: It's just kinda--

P: I just don't like that it's sitting right there on the counter. I'd rather it be somewhere else.

P: But why wouldn't they just put it up and wrap it in plastic like they do?

P: Yeah, I was going to say when they normally, they make, like, like, things, it'll be pig's knuckles or pig, like pig femurs or anything like that. They kinda separated almost.

P: That's what I would want, away from everything else.

P: I feel like, to sort of the area, this isn't necessarily what people eat, this is other things you use meat and bones for.

M: So it sounds like we're seeing what looks like dog bones, butcher paper, on a case below which you've got ice and what seems to be some sort of packaged seafood, does that sound about. Umm, and then, you can, you're mentioning, why is it just open versus being like packaged. Is that something you would look for? Do other people want to comment on that or any thoughts about--?

P: When I first saw it, I was like, if I was somebody buying that, that they were just like here's what you're getting. And then they wrap it up in butcher paper and then they hand it to you. I didn't think like, oh, they're displaying their large dog bones like right here on the counter, I just thought that they're like, you know, when you like get sliced cheese where they like put it up there and then they're like is this what you want, and then they give you a sample and wrap it up and give it to you, so like, my first assumption--

P: I don't think they would have the sign there. I really think it's for display.

P: Well you know, even if it's for display, why wouldn't it be written in plastic?

P: Yeah

P: I would buy the dog bones, but I wouldn't buy the food underneath.

M: Let's go more in depth with that. Let's talk about more what you guys see underneath. You said you wouldn't buy that food. Ummm...What do other people think? Would you consider the situation safe or unsafe in terms of...

P: Well, I would, I would say it was safe because whatever it is, it's pre-packaged, so it's just in ice.

P: The stuff in ice, I have no problem, that looks like it's in glass containers or plastic containers, but I can't figure out if that's from raw fresh seafood on the left...and if that's what that is...

P: It looks like the beginning of the garnish from where you go from the seafood section--

P: So that's where I start to have a problem. It's not separated. There's no divider or whatever. I don't know

P: It's what's on the other side of the counter.

P: There's a glass partition in front, glass in front, fine, but I bet you there's not glass in the back.

P: No, yeah there generally isn't.

P: Like what about the other meal they're dealing with?

P: Umm, yeah.

P: Like whatever he's doing back there?

P: Yeah, and see that's where I was wondering, why's it not wrapped? Did he just pull the meat off the bone--

P: Lay it on the counter.

P: Yeah. Mmm hmmm

P: I don't know, it just makes me wonder how safe, how sanitary the rest of it.

P: I've never seen raw bones offered at a butcher counter in my life! So like that, this just throws me off because ah, no.

P: Neither have I seen such a thing from the time I've been shopping here. But I don't think so. People don't usually use--

P: I would buy the dog bones, but I wouldn't buy anything else that went over that counter.

P: But it's for a dog. It would attract stuff.

P: I wouldn't buy stuff for me.

P: If it's fresh. I don't think it's a kind of display.

P: Would it be safe for the dogs?

M: [P7] can you say that again? Just 'cause I know there was a lot of people talking at once.

P: I would buy the large dog bones for a dog, but I wouldn't buy anything for a person that had to go over that counter.

P: Mmm hmm

P: Yeah .

M: What specifically about that you know concern? 'Cause I'm seeing a common thing from a couple people.

P: That's raw bones laying out and you don't lay raw food out. And it's, it's not like the guy's standing there saying, do you want this or not, and wrap it up. They're just laying there. You wouldn't do that with any other kind of meat.

P: And, and it attracts, I mean, like even if you don't have bugs in a store, that will attract.

P: I just can't figure out if it itself is not refrigerated, since it's bones, then it shouldn't--

P: But they're still meat, there's still stuff on there.

P: Yeah, that's—

P: Yeah, yeah, yeah.

P: Are they raw bones? I just figured they were already cooked and then somebody just took off the meat.

P: I don't know.

P: 'Cause that changes it. 'Cause if it's raw meat on a bone...

P: But still, even it's just laying out—

P: It's still going to attract stuff.

P: Don't they usually smell after certain, after certain amount of time?

P: Yes, yes they surely do.

P: Raw pork cuts. After a while, anything out, smells.

P: I think there must be smelling bags. People usually won't be going to that counter

P: Oh, yeah., 'cause if I can smell 'em, I'm not going to shop there.

P: Well, that's like--

M: So, it sounds like things that concern you all about this would be the fact that it's, you know that whether it's raw or cooked, you know, attracting things,

P: Umm, cross-contamination.

M: Cross-contamination, umm, possibly to whatever gets passed to the counter to sit on the counter, or whatever's possibly underneath, but it sounds like there's more concern over whatever's on the left, which, you know, may or may not be packaged versus the packaged thing on ice on the right. Okay, umm and when you said [P3], when you said attract things, what did you mean by that?

P: Bugs.

M: Okay.

P: I mean like, one fly. This is in my mind. We have a compost bin. All you need is one fly to lay an egg, and you essentially have maggots. And a compost bin that doesn't have meat, that's gross to me. Like, one fly, and you know they exist because the doors at the front slide open and closed. One fly gets in there, and that's gross to me. That's just...

M: Is that something that others agree? Disagree? Flies?

P: I agree.

M: What is it about flies that--?

P: I don't like to see animals in the grocery. I don't care how small they are.

M: What is it about flies, or you know or any insect that?

P: Any insect is just unsanitary, if you have insects.

P: Yeah, you just have like a dirty connotation, so it makes you not really wanna shop in the store if you saw stuff like that.

P: I don't know where those little fly legs have been. They could have been on dog feces in a yard five minutes before.

(Laughter)

P: And there it is, folks.

P: That's the honest truth.

P: Yeah, of course.

P: I think about it.

(laughter)

P: You didn't have to be so graphic about it.

(laughter)

P: I could have said other words. But that was--

P: Shh.. We're being recorded.

(laughter)

M: Umm, and so, a couple of you said I'm not, I wouldn't shop here. What does everybody else think? Would you, umm.., would you consider, umm, would you purchase the food shown there. Why or why not?

(Pause)

M: I know you said yes to dog bones, why?

P: Because it's for a dog. I wouldn't buy it for a person.

P: I would buy it for a dog too.

P: I don't even think I would buy, I have one-hundred and five pound dog and I wouldn't even buy it for my dog 'cause I wouldn't want to clean up after his stomach got messed up from something like.

P: Yeah, 'cause I was wondering, wouldn't he get sick too?

P: He could.

P: My dog, my dog brings home dead things, so he can handle a bug.

P: Mine doesn't, but that like, to me, I just imagine, sort of the second situation after that is a dog with an upset stomach and that is bad.

(laughter)

P: If I purchased anything, it would be the stuff that's in the case, because like I said, I can clean the outside of it, if I had to have it, but you know, if anything other than that, no.

(Pause)

M: Any other thoughts, comments? I know we were asking umm, would you purchase the umm, the food shown there and why or why not?

P: No. I wouldn't purchase anything at that store at this point.

M: Okay. So not any department? Would anyone purchase anything from this store's department? Why or why not?

P: No.

P: I think I would question.

P: I wouldn't get anything from the meat department.

P: I wouldn't get anything from the butcher's area.

P: No.

P: No.

P: The whole photo just looks dingy. Like, I mean like, if it had better lighting and just looked cleaner in general, I feel like I would buy the seafood or whatever's in the ice, under the counter it's separate thing, and then I would buy the bones for the dog, my dog eats squirrels,

so, they can handle a bone. But I wouldn't like prefer this place. I mean, it just, it just looks unappealing. Like I wouldn't want to buy anything else there because –

P: That wording just.

P: Well, the squirrel is fresh. That's not.

(Laughter)

P: That's the second time we've used unappealing. [P6] and I both looked at each other, like 'That's that word!'

M: Okay, okay. I think Kinsey's on it. So unappealing, ummm...

(laughter)

M: We'll say no. So, uh, let's talk more about this idea of like dingy and um, can you elaborate more on that [P2], or others? Do others kind of share that view?

P: It might just be the photo.

P: Yeah.

P: Maybe it's like a filter or something, but everything in the photo just looks a little bit dirty.

M: Okay.

P: Like the paint on the back of the wall, like –

P: It's kind of like what I said about –

P: On the counter, it's like –

P: Yeah, like old.

P: The only thing not dingy –

P: Uh huh.

P: Is like the glass case. Like even the metal looks old and like off-colored in different places, like, it just doesn't look like a clean environment.

P: I guess that's just tile in the back. The reflective, but—

P: It has that very fluorescent light.

P: Yeah, it's like overly fluoresced, yes. I just, I don't know. Like I know you can see some of the stuff they're doing at the grocery stores I go to in the butcher department, but this just seems, like, it's all really close.

P: It's really open.

P: And really open. Like, it, it feels to me like a lot of times when you go to, and Harris Teeter is my example, it's further away. Like you don't their, through the blade when they're cutting steaks, it's not so close that I'd be worried about like meat or bones flying, but it feels like that. I don't know. It could just be the perspective, but it feels like it's close enough that that –

P: Now that you mention that, I kinda wonder how cold it is behind that counter because I know having worked at the Harris Teeter meat department, it is freezing cold behind that counter. You don't feel it when you're in front of it, but as soon as you walk back there, it's like thirty degrees or less, instantly.

P: I was going to mention that, if it has to be that cold, it might as well be in like a closed area. It's too open. I would not imagine a meat counter to be that open. I can see, umm, is that bread under that?

P: I was going to say it looks like bread beside it.

P: Well, I'm a little worried this is deli fresh on the right hand side of that bag, and I'm like, if that is next to their deli meat, oh my gosh.

P: Oh no.

P: You have now ruined whatever store this is from like –

P: I would be calling an office manager.

(laughter)

M: Yeah, hold on to that thought.

(laughter)

M: So, umm, so, it sounds like, umm, the lighting kind of the dinginess factor, umm, the openness of it all is somewhat concerning, umm, also the proximity to maybe other things, um, the idea of a temperature. I want to talk about that too. You kind of mentioned, gave

that example, about it being colder back there. What kinds of things in terms of temperature are you all looking for? Umm

P: I like seeing the guys who work in the butcher section in their white coats.

P: And a jacket.

P: With their like little hairnets on, a hat if they have to have it, and I know that guy's got a hat on –

P: I was going to say, the guy's got a hat on

P: He looks like he's washing dishes.

P: Well, plus, with the butcher, I'm used to seeing them with their white jacket on, and you're right, the little thing, but I, I'm also see them with a jacket underneath their white coat because it's so cold. And I know keeping it cold –

P: Not warm.

P: And I know keeping it cold –

P: Not warm. It is not.

P: Yeah

P: That room is not warm.

P: It reduces the bacteria growth or it keeps it from multiplying as quickly, so I'm used to seeing that.

P: Everything in that picture (pause) just sort of means, unclean.

M: Okay.

(pause)

P: After you look at it for a while. And you--

P: It looks less clean the more you look at it?

P: Yes! I don't think at this point, I'd even buy the dog bones!

(laughter)

M: Umm, can you--

P: I would've --

M: [P10], can you maybe make some kind of details or specify some things that stand out to you?

P: The sink and then whatever that machine is, that bothers me. There's a handwashing thing –

P: Those are both stations.

P: And his black t-shirt. I don't know why. I don't like that, and I don't like his hat.

P: I just don't like it all.

P: Is that a stack of take-out trays?

P: That's what I was thinking!

P: Because if it is, I will actually

P: You mean a stack of like cup lids?

P: 'Cause it looks like cups and like –

P: Plastic containers.

P: Styrofoam containers. Yeah.

P: Yeah, like a sandwich. Sandwich case?

P: Those are probably the things that they put the meat in and then wrap the plastic around.

P: Oh, oh, like the Styrofoam trays that then they put plastic wrap. Now that's true. That's true.

P: That's what I said.

P: That would be fine.

P: Right. That Styrofoam is acceptable. If it's a clamshell, no.

M: Okay, So if it's packaged, that's wrapped completely. You know, not –

P: If it's packaging for like, ready to eat food, that –

P: No.

P: If it's packaging for raw meat, that's fine.

M: Okay. So somehow kind of convenient.

P: Yeah, 'cause that's what I'd think would be, be just the packaging, so it would be readily accessible.

P: I hadn't thought about that.

M: Um and also I just keep hearing about, kind of the way the employees look, so having that coat, the white coat things. What other things would you, I mean, someone mentioned like a hat and gloves. Are there any other things that you would look for on an employee that was working up there?

P: I didn't see he was wearing an apron.

P: But with his back turned –

P: I thought of that too.

P: You really can't tell.

P: You should be able see the strings.

P: Yeah.

P: That white thing above his shirt. Is that his neck or is that just—

P: I think that's his white long-sleeved shirt underneath.

P: It looks like an undershirt to me.

P: Okay.

P: I still can't get over the idea of deli. Or the idea of possibility of the deli. I'm like obsessed – deli fresh.

P: Put on like an apron or something would be –

P: What is that next to it?

P: And the thing is –

P: Those bones, touching those bones, moving them, if they're in the way, with their hands, and then going back and preparing or touching other fresh food, cross-contamination.

P: Well, yeah, somebody said earlier if they're handing, if I'm ordering meat, and they're handing it over top of these bones, that's going to gross me out. I mean, they haven't even touched the bones. But I mean, if that's the extent of the counter top, I mean, I don't know, but I assume that he'd come right across here 'cause that's the closest access point.

P: It looks like the light, or maybe it's the case underneath, sorta terminates at the end of those, whatever that yellow sign is.

P: Well, though it looks like dried goods in those shelves, like beyond—

P: But that what I'm trying to figure out. If you have dry things there, what could you possibly— I suppose like when they make the pinwheels or the, like they're making their own, oh what are they – like meat loaf kinda. You know what I'm saying?

P: I'm thinking that's just the next section. This is the very end of the –

P: Which then, and I'm, no.

(Laughter)

P: Because, it looks like that you would continue shopping that way. And it's other things

P: The deli should be like, I mean, not the deli, but the butcher should be so isolated to me – the butcher and seafood – because definitely I see that as, you know. But, I feel like that's when you're talking about raw meat, raw seafood – we know there are issues there. Like with contamination, that should be such an isolated section, that there's no question, umm—

P: Right, but this kind of setup, I think my imagination might be going crazy right now, I can imagine these all over the store. Either the store will be too cold in order to keep the meat area air like good, or the store will be too warm, in which case I can imagine the flies.

M: Okay, so this idea of like having the section more enclosed, so of as a way to, you know, maybe regulate temperature among other things. Okay. Umm, let's see, oh, I was going to go back to – so you mentioned the health inspector—

(laughter)

M: Do you want to elaborate more on that? What was it, I'm trying to remember what you said? What you would see...

P: If that was right there, next to the deli counter.

M: That was it. Okay.

P: That is basic food safety. Like, everyone at Harris Teeter had a course on that, and it was a basic, don't mix ready to consume foods and raw foods. That was also something we learned in Jason's Deli as well. Ready to consume and raw foods do not ever—

P: Don't touch.

P: --Go next to each other. You change gloves in between. If that is right next to it, then that is a very blatant health safety violation.

M: Okay, so having the raw next to the--

P: They would have gotten rid. Or they would have very serious fines. If that's the case. I don't know if that's the case, but if it were, that would be very serious.

P: The way it looks, to me.

P: I mean, even if it was cooked, I still feel like it's going to be a violation. I mean, I do because it's not contained in package.

P: Mmm hmm.

P: Well, 'cause even if like, even if the bones are cooked, maybe the stuff on the bottom is raw. That's still not okay to have next to the counter.

P: Mmm hmm.

P: That's why I started saying isolated. Like, I just picture that you've got at least a section of freezers, like the frozen seafood kind of separates the produce. This is what I'm picturing in my Harris Teeter, separates the produce from when you get into seafood and butcher. And so, there is a definite separation, I don't know what happens on, behind that, you know, that freezer, and the walk-ins and you know, where things are. But I assume, there's a, like a wall, and you're not really, you know, line of death, do not cross.

M: So did anyone else do anything in restaurants in college?

P: I don't, I don't see the purpose in them doing that. (pause) I don't—

P: Having them—

P: 'Cause he's just throwing those bones up there. Okay, I have a dog, I'm going in the store. I'm not going to reach up to grab it and throw it in a bag, and--

P: That's a good point. I would—

P: And if they (pause)

P: Yeah, I —

P: If they're going to do it, then they can just going to someplace themselves and just leave the sign.

P: Yeah, exactly.

P: But they're—

P: Sign up. I don't even see the bones to know. I don't want to pick the very freshest dog bone. I don't care. It's for a dog.

P: I mean, that's the point of the presentation. How many people are walking into a grocery store to buy a dog bones? Why does it have to be on the front of the counter?

P: Right. I mean,

P: What's the other sign next to the bones? Like I want to know—

P: I mean, whatever it is, the sign's expensive.

P: Yeah. I thought the same thing.

P: Oh, you're right.

P: I think it says large dog bones.

P: Oh jeppers.

P: It's got the same clip art on it.

(laughter)

P: The dog with a bone.

M: Okay. So, umm, I guess kind of along those lines, umm, would seeing this uhh, affect your impression of the store or the company?

P: Yes.

P: Yes

M: Some concerns about what else, what else is going on while we're doing this. And then also, kind of along the health inspector thing, would anyone else take any action? Umm, yes or no? Why or why not in your response to seeing this? What would you--?

P: I don't know if I would call anybody. I just wouldn't shop there anymore. I mean, uh—

P: I would not be a, I would not feel bad telling people what I saw

P: Me neither.

P: and to reconsider, but I don't think I'd necessarily say anything in the store. I almost see it differently from the salad bar for some reason, but it's like if you are being so blatant, as to have your store organized in such a way, one, no national chain would do that so there's a part of that, that in my mind this sort of implies, but you know like, you've got bigger problems and me telling you is not going to fix this. But, I'm going to make sure that none of my friends get sick from whatever is going on there.

P: I'm not going to say that no national chains do that because each individual store manager can make some of their own rules and so if they're trying to eliminate any waste and help their bottom line, then they're selling the meat, and you know we're going to sell the bones by the pound as additional revenue.

P: See this, this reminds me of older Piggly Wiggly's.

P: Yeah.

P: It reminds me of IGA. In West Virginia, I'd go home, like the county with no stoplights. That's where home is. I wouldn't be surprised to see this in West Virginia, but I switch into a different mentality in Raleigh. Umm—

P: High expectations.

P: I would probably, yes. Well, I would probably ask the guy behind the counter why they had the dog bones out instead of just like, just the sign. But that

P: Well, I wouldn't even say in just West Virginia, there's a lot of small towns in North Carolina.

P: Oh yeah, yeah.

P: That's true too. I mean like, I've only lived in the Triangle, so...

P: Like I would, I'd only go to the health inspector if it was in like a major city. If this was in down, I don't, some rural town, whatever. They can do whatever.

P: Well, and that's my thing. Like a major chain, which is what we have here, they know that. That this is not a setup that you're going to run into even in an Aldi. You know, you're not going to run into—

P: I'm not some of their own nuisances in their store.

P: See, I would never see this at Food Lion, you know. I mean, I go there all the time, and the like silver shelf is always clear. There's like never anything but the scales. So like, even like selling something just like sitting there—

P: They do sell like barbeque sauces and things like that if you think about it. They'll display like a umm on the counter.

P: It's like a

P: Yep. Like, like it's packaged.

P: Sealed.

P: Yeah, it's sealed. But absolutely like marinade, the lemon-pepper marinade is on the counter with the fish.

P: Well, no, you could be the difference between your Food Lion and hers.

P: Right. Exactly, exactly.

M: And kinda summarizing that, it sounds like you, maybe the location makes a difference? Whether or not it's a chain store versus —

P: I would hold a chain to a higher standard than a local store.

P: Yeah, the little store out in the--

P: And a larger, a larger metropolitan area. Or suburban area. Higher than the more rural locations.

P: Because for example, and I know of a grocery store in Sanford where you can go buy rabbits. So, this to me would be something that you would see at a small grocery store like that.

P: That's a good point.

M: So would your impression change at all based on the location or whether it was a chain?

P: I don't think it would change, I just wouldn't be real concerned about the sanitary portions of it. And if they're going to sell the dog bones, why are they not packaged and put in a separate section so that they can still be marketed versus, you know--? Like I said, Food Lion could be doing it, I just don't go often enough.

P: I feel like if this place was in the middle of nowhere—

P: It wouldn't matter.

P: Like, like nobody's going to say anything. Or even, it's more acceptable for me if it's like, like I grew up in the middle of nowhere so we had like a Food King—

P: Yeah.

P: And I wouldn't flinch at this growing up. I'd be like, well, we want that shrimp.

(laughter)

P: Yeah.

P: But like, I wouldn't, this wouldn't be okay if like a Harris Teeter for me. But, I've also kind of like grown up (laughter).

M: Do others agree? Disagree?

P: I agree.

P: I think we agree that very small town.

P: It's a sliding scale.

P: It's still not okay.

(laughter)

P: No, no, no, no, no.

P: Yeah, like I said. My concern is it's fine if they're going to sell dog bones, but I think they should, should package it and think about the sanitation of what's around them.

P: Yeah, I grew up in a very small area, umm, like Bailey, umm, out, they have people, umm, but I still don't think I would see that there. I mean, so...

M: And then in terms of just seeing that there versus how you feel about shopping in the store, is that--?

P: Too-da-loo.

P: Well, and I think I would have to look at the, the whole store in general because like I said, the lighting could be bad in this photo, but, you know, it could just be this one time, or once a month that they got this there, and I probably would never see it again. That wouldn't prohibit me from shopping there or like you said, if I was out in the country somewhere, like out in Red Oak or something, I would just think, "Okay, I'm in the country and keep on going."

(Pause)

(Cough)

M: Any other thoughts or comments on this picture before we go onto the next one?

P: That's what I would do actually. I would look at the store as a whole, and see if other stuff is being displayed exactly like this. If it's just this, then I would talk to the store manager and tell him that. So, if it's just this, then I would have no problem shopping there. If it's a variety of things, a combination of things, then I wouldn't be shopping.

M: Okay, so when you think of an overall impression, you think of the store, what else they're going versus, you know,

(Pause)

M: Alright, well, let's move on to the next photo. Umm (pause) alright. Let's look, let's talk about this one. Okay. Tell me what you see in this photo.

P: I see a pail sitting up on top of the counter that I don't like.

P: I find the irony of the sign that says no bones only after we just went through all that.

P: Except that's talking about the fish, I think. It's just boneless, but, that is funny.

P: But, yeah.

P: Why is this?

P: A steripale?

P: Is that like the bleach solution?

P: Well, it's not necessarily bleach. It's umm, it says sanitizing solution. And usually, people get bleach at Sam's Club, solution confused.

P: Well, there is a sanitizing solution 'cause my husband brews, so like, I know like there are very different chemicals in it, but—

P: It's either way

P: Cleaning bucket.

P: Yeah, but why is it sitting on top of the counter?

P: Other than that, that looks like a really clean department.

P: Everything looks real clean.

P: I'll be like, is it off hours? Like, if I were shopping and that were there, I'd have a problem, but if, honestly in a twenty-four hour store, if it's midnight, it probably doesn't bother me. If like my kids are asleep, and this is the time that I get to shop, yes, you know, there's a very different approach to my thinking. People are stocking the shelves, and they're cleaning, and you know they're cleaning things they don't normally get to clean when it's busy.

P: But still I understand that, but why is it sitting on top of the counter?

P: It looks closed.

P: Huh?

P: They were cleaning before.

P: Oh, okay.

(laughter)

P: That's just, that's, and I don't know that I think that's okay, but that's the first thing that comes to mind, like I think it would be helpful.

P: And my whole thing is I picture you're wearing a rubber glove, you put the rag, whatever the rag actually is, and they're actually sanitizing that whole area because that's what you do, and you, it's easier to do. And probably better to do when nobody's around.

P: Both sides. And then the bucket's in the middle.

P: Yeah.

P: It looks closed too, there's –

P: The thing is—

P: There's no people back there.

P: You can't reach inside that bucket unless you're about seven feet tall.

P: Not only that. You're not sanitizing if the bucket is sitting on top of the counter.

P: I have a question for [P9].

(laughter)

P: When the meat department is closed, is the fish still on the ice on the counter?

P: Nope.

P: No.

P: That's what I thought. Okay.

(Pause)

P: See that's what I'm worried about. It's accidentally going to spill and get all over the seafood.

P: It was, it's going to seep through the little cracks in the partition.

P: Is there glass over the food though?

P: It looks like it.

P: There's glass in the front.

P: It looks like it, yeah.

P: Yeah.

P: Those are generally your tight. They'll keep water out. But, I see and I agree with it. It's still something that would concern me.

P: It doesn't make me freak out any less—

P: Right.

P: It just makes me

P: Even if it's not necessarily lightly, it's still not okay.

P: Yeah.

P: Mmm hmm.

P: Right.

P: But yeah, I'm like you, all I can do is—

P: It's open in the back. It's open to the back.

P: My thought is just like that they're handing the bucket over.

P: That's what I thought.

P: And if this is open hours, and it's still like this, come on guys. It's like, it's not something that I want

P: Make better choices we say to my children.

P: You know, you know what you're doing.

M: So I'm hearing that we're seeing umm, some sort of cleaning bucket with cleaning solution on top of a counter. A little we've got some seafood, concerning about it possibly spilling and getting onto the seafood, and maybe —

P: Is it splashed on there? I'm trying to figure out where I, what I—

P: It looks like the counter's wet where the middle of cleaning it.

P: It looks to me, from up here, that it's just water spots.

P: Okay, that's what I couldn't tell. If it was actually wet or if it was spotted.

P: That's, I can't tell.

P: 'Cause the other one is completely—

P: Looks clean.

P: Yeah

P: But it could just be the angle.

P: The angle, because it could, you know. It just may be the angle of the camera.

P: It does look sorta wet on that black part though.

P: And if there was a cleaning solution in that bucket, it would be heavy.

P: Mmm hmm.

P: Even if it was half-full.

P: Mmm hmm.

P: So—

P: I don't think they're sort guys that work the butcher counter. Like this is, no offense to anyone, but I'm five feet tall, and I know that's not where they would put me 'cause I couldn't reach over it. I picture my husband being that, you know so, big guy, tall guy I picture that being more reasonable.

P: You say that.

P: I just can't see—

(laughter)

P: You can't see the reason.

P: I can't see the reason to bring it up there as opposed to just lying it across the floor.

P: Mmm hmm.

P: I know the uhh, the master butcher that used to work my Harris Teeter that I worked on every now and then, he was actually like five-three.

(Laughter)

P: I just don't like that sitting on the top of that counter.

P: Master butcher?

M: So are they any--

P: But he would have me reach, reach stuff for him--

M: So it sounds like concerns are, you know, why is that bucket on the counter? Any other things besides, umm, just the fact that it's spilling or any other things that concern you or you, know, what's your thoughts?

P: One of the things that I actually know about sanitizing solution because my husband brews, is although he uses it on everything, it can effect flavor, but it is not poisonous. So that's an interesting – like it's, it's perfectly safe when we're talking about food safe. Like he sprays it all over the inside of the brew kettle in order to keep bugs, like essentially bacteria from affecting it until it's fermenting, so, so I don't, I don't know, and this volume, if that's the same, but I happen to have that additional information. You know most of the time, especially because you're using it in a food service, or, you know, in that environment, it's most likely food safe in small amounts.

P: Umm, if it's a sanitizer spray, I think that would be fine because each drop—

P: Yeah, each drop.

P: That's coming out of spray sanitize, but if it's a bucket and somebody's dipping a rag into it—

P: Exactly.

P: Sure, I'm just saying, like—

P: Right.

P: The volume of it definitely does effect, but my point is, in tiny amounts, I have happen to know it's not generally a—

P: I actually have a problem with it because I think they are in the middle of cleaning and they are just passing it over, so if they are maintaining their entire section that clean, I don't know if

making something with such an obvious mistake. So that's why—

P: The entire area looks very clean to me.

P: The scale looks clean.

P: Yeah.

P: The white shelf behind it looks clean, so to me—

P: Yeah.

P: Even the metal that you can see back —

P: It's actually reflecting light, so to be so crystal clean, it would be such an obvious mistake on that, so—I think they're in the middle of cleaning and just passing it over. That's what I think.

M: So aside from—

P: That makes sense.

M: --The potential of the bucket getting knocked over, the fact that it's sitting on the counter otherwise seems—

P: It's not as great a concern as raw bones.

P: Yeah.

P: 'Cause like I said, putting it back in the bucket, you're going to re-contaminate it and stuff.

M: Okay. Umm, so, I guess in general, would you consider this safe or unsafe in terms of food safety? Why or why not?

P: I'm going to say safe.

P: Since there's no food around, like directly, I think it'd probably be okay.

M: How do you mean directly?

P: Well, I mean—

P: On.

P: Yeah on, like don't also see them cutting meat this time, or you know, they're not doing stuff right then.

P: There's a glass panel over all the food over there. Like, if that was open, I'd be like, no, but because—

P: Right, that's what they can reach from the back, but from the front, it's covered. Usually the back—

P: Oh, it does the sliding. That's true.

P: Yeah that's, this doesn't worry me.

M: And so if you were shopping on this particular day, would you purchase the food that was shown there?

P: Yeah.

P: Mmm hmm.

P: Yes.

P: Yeah.

P: It just makes me internally happy that those stickers are lined up perfectly.

(laughter)

P: It makes me really happy.

P: You're like 'this place is so good, their stickers are lined up'.

P: How hard that would be, actually haven't worked there. It was a good day.

(laughter)

M: Okay. Would you purchase anything from the store department?

P: Yes.

P: Yeah.

P: Yeah.

M: Okay and then how about the particular store?

P: Mmm hmm.

P: It would not affect my opinion in any way this time.

M: Any other thoughts or comments along this line?

(Pause)

P: I noticed buckets like that all over the store.

P: Or if there's like no one in sight, and five minutes later the bucket was still sitting there, I'd be like, 'Who's bucket is this?' They need to come back and clean up their mess.

M: So seeing people around, walking—

P: Knowing that they're together cleaning—

P: Currently,

P: Yeah.

M: Umm, and then would you do anything in response to seeing this? Why or why not?

P: No.

P: No.

P: No.

P: It, it's cleaning. Like, I have to leave a bucket out and leave things out when I'm cleaning – when you're in the middle of a process. Like, that's how I see this – is, in the middle of something.

M: Umm, and seeing this at a particular store affect your impression of that store or company? And why or why not?

P: It probably makes it better, 'cause—

P: Well, I know they're cleaning.

P: They're cleaning, yeah.

P: Just like, how clean the back half of that looks

P: Regardless of the time that a day, the fact that it's being cleaned to me, it actually improves probably my opinion. Seeing that it is being done, and I don't know what time of day it is, but like, my picture of it being at midnight, getting it done, or it was midday and they're having someone doing it, wow, in the middle of the day. So –

M: So generally, that is looks pretty clean that it seems like they're doing something to. Okay. Great. Umm, are there any other thoughts or comments on this photo?

P: I just looked, I don't know, this is random, is that like a mop handle in the back right?

P: That's what it looks like.

P: So, like, they're definitely in cleanup mode. It just solidifies my—

P: And there's like paper towels and stuff too.

M: So I guess the general summary is that the fact that they're cleaning gives you a more positive impression. Okay.

P: The fact that they have a brand new roll of plastic in the back there—

P: (gasp) Oooh.

P: Makes me very happy, 'cause I wouldn't have to change it for a week.

P: Oh the fact that it's thick like that, you can tell?

P: Mmm hmm. It's brand new. Those are so nice.

M: Well, we'll umm, unless there are any other thoughts or questions, we'll move onto the next photo. Umm, so I think . This is the last photo I took.

P: Oh no.

P: No!

M: Tell me what you see in this photo.

P: And a roach.

P: Roach.

P: Burger King?

(laughter)

P: I was gonna say Bojangle's, but I think it all depends on your experience.

P: The, the tiling, the exact tiling is just like a fast food restaurant.

P: Yeah.

P: And that looks like, you know how like, I've worked in a restaurant. That looks like the ice machine sort of in the back, and a lot of times, like your mop will be on the other side of the ice machine and the dust pan.

P: If I see that on the floor, I'm turning around and walking back out.

P: Absolutely I agree.

M: And keep in mind that you both have mentioned fast food, umm, that these were grocery stores, so uh--

P: Yeah.

M: Just wanted a reminder.

P: That doesn't make me feel better.

P: Yeah, but no. An ice machine exists, so to me, an ice machine exists in a grocery store for sure.

P: Yeah.

P: And I still picture that as an ice machine.

P: 'Cause that's in the warehouse –

P: Even if it's not.

P: The fact that that's in a grocery store actually makes it worse.

P: Worse

P: Yeah.

M: Why is that, opposed to--?

P: 'Cause there's a thousand fast food restaurants in a one mile radius, but there's usually within grocery stores. So, I'm gonna have to drive somewhere else rather than just two seconds.

P: Well, the door too. Is this like, in a back room? Because there's a door right there and grocery stores are usually just open.

P: I've done things before. I've seen this tile floor and the back like closest to where they have that sink, you know where you dump of the mops and stuff, so that's what it makes me, remind me of.

P: Like the restaurant close to the restroom somewhere. If I see then I'm like, no, they're not exterminating. They're not clean.

P: That thing should not be there at all.

P: I grew up with the saying from my mom that if you see one, there's like, like twenty other ones. The hurt somewhere.

P: Yep, my mom said the same thing.

P: You don't know until you accidentally eat it.

(squeal)

(laughter)

P: Thank you for that.

P: The thing is, I wonder if it is totally possible to complete, for any grocery store, to be completely bug free. That kind of bug, or—

P: In the south, I'm sure it's hard. Because you don't know when you bring fruits and vegetables in, and they eat the glue in cardboard boxes. Like, I'm well-aware of how they are sustained.

P: They also, good grocery stores have some that come on a regular basis.

P: Eh, even if the exterminator went today, your cleaning crew should get it tonight.

P: Yeah.

P: Well, see those, like, have y'all ever been in like a parking lot at night—

P: Oh, God, yeah.

P: That's what I see, so...Like if this was near like the front door, and like it looks like somebody's trying to get rid of them because those doors open automatically, I would be like, they're trying. Like it's not their fault, it's just summer. Because like, they'll, they're everywhere in parking lots.

P: At dark, at night, yeah.

P: Yeah, but because it's in the back near an ice machine—

P: Grocery stores.

P: It's either a survivor, or (laughter) a leader.

(laughter)

P: You don't know.

P: You'll live through a nuclear apocalypse. There's what's going to be alive. So, pretty much they are all survivors, but ugh.

P: The thing is, everything in that picture is dirty.

P: Mmm hmm. Yes, everything.

P: And the room is just worn out.

P: Yeah.

P: The door frame is very, very old.

P: The floor itself, like, the difference in color, of grout and things like that, that's just something I would be aware of—

P: Me too.

P: And it's like, is it supposed to be white? Or is it actually supposed to be black, because it's possible they chose a dark grout. It shows less dirt. I get that. But I can't figure out if something leaked on the white to make it black or if the black, it's leaked on it, and made it like—

P: And when's the last time you've cleaned, scrubbed it?

P: Like a clear powdery.

P: I'm trying to figure out here if, uh, if there's a gap under that door or if it has like uhh-

P: Sweeper.

P: A sweeper.

P: It looks like a gap to me.

P: I can't really tell.

P: Oh gosh.

P: 'Cause I see something there, but I can't really tell if it's a shadow, or if it's—

P: A gasket, you like like the gasket

P: 'Cause the one at Harris Teeter always used to have little squeakies on them—

P: Mmm hmm.

P: And that keeps the temperature difference and keeps the just stuff, out.

P: Not them, but yeah.

P: Yeah.

M: Okay, umm, so it sounds like we're seeing what looks like an obvious roach, umm, here got some kinda tile, grout's discolored, walls kinda banged up, not totally sure where it is but—

P: There's a layer of dirt all along that base board—

P: Oh yeah.

P: The wall doesn't look clean even.

P: Huh uh.

P: No.

P: Nothing looks clean.

P: Ugh. The door handle. Ew.

M: So, in general, the overall cleanliness—

P: I'm out.

M: make an impact, umm—

P: If I had a shopping cart full of stuff, I would just be done. I mean, seriously.

M: Okay, okay.

P: I don't like nothing that moves.

M: Umm, so we were also talking about this idea of, you know, bugs where you see one, there could be more, and in general, what, I guess what is it about, you know, seeing a bug, what is it about the bug that concerns you in terms of food safety?

P: Cleanliness.

P: Yeah, they carry diseases and are unclean.

P: Well, I mean, how did the bug get there? So, if it's open to that bug, is it open to every other kind of insect?

M: Any thoughts?

P: My concern would be also, what if they got into something? Like, what if I buy something, that, you know, God forbid they got into something? Say they left, but they got into it. They kind of mess around with it, it's like, alright, now I've got this thing. I've gotta go back, and I've got to tell them what happened and maybe they don't believe me, and it's just like, it's just a hassle. Like, at, at best, it's a hassle.

P: So, here's the one—

P: Oh God.

P: Open, this is what I picture. Like a six packs, like the little cans, like my mom taught me this. But would wipe the top of the can—

P: I do. I wash it.

P: Because you know, like, you don't know where that's, but that is what I picture when I see something like that. Even if it's the one, that one it's crawling around having it's fun, even if it's

that one. And it's probably not the only one. I just picture it kinda being dirty. Like signifying unclean kind of.

P: Just you see that and you just think, what's the rest of the store like? I mean, this isn't even somewhere that uhh, a customer might see, I mean, I don't think I'd go to the back part of a grocery store, but just knowing that that's there, then you can only imagine what the rest of the store would be like.

M: So also the of where that's taking place?

P: Yeah.

P: And you know, whether it's by the door, like the front we mentioned versus you know, the back and kind of, of that reflection upon how the store is being kept or could you know, you all elaborate on that, and that idea of this, you know, what else is going on?

P: Well, like, one of the things we talked about, you know like rural versus suburban or urban, like that wouldn't actually matter to me in this case. It might, it might be more prevalent in a rural area or a smaller, non-chain but it wouldn't matter. It would—

P: Yeah.

P: That, that's kind of a zero tolerance in my book.

P: Yeah.

(Pause)

M: So, umm, I guess would you consider the situation safe or unsafe in terms of food safety?

P: Unsafe.

P: Unsafe.

P: Unsafe.

P: Unsafe.

P: Unsafe.

M: Okay, umm, and, if you were shopping on this particular day, would you buy anything from the store department?

P: No.

P: I don't know what department it is, but no.

M: Umm, or anything from this particular store?

P: No.

P: I would still buy something that's completely packaged, maybe, if I needed to have it. Like, I wouldn't like leave my cart and walk out., but--

P: If my cart was full, anything prepackaged would probably stay, but anything cardboard--

P: Like stuff, I mean, I've bought cornmeal and opened it up and found worms.

P: Oh God.

P: So, umm—

P: Yeah.

P: I'm good. I'm from the country, these things happen. But, umm, nothing that wasn't sealed.

M: [P1], the question we asked was whether or not you'd purchase anything from the department or the store.

P: Would I purchase anything?

M: Mmm hmm.

P: Not that day.

(laughter)

M: Okay, like, so I'm hearing some definite no's, some you know, I'd keep the packaged stuff, umm—

P: It might be six months before I went back, no problem.

P: I'd be really specific about the packaging though. Because I know like, for me, a box and glue means—

P: Yeah.

P: Means it's more likely to run in, you're more likely to run into something like that. Umm—

P: Well, stuff like cereal that's in the sealed plastic inside the box, I'd be—

P: Yeah.

P: I'd pick that. That's what I meant.

P: Yeah.

M: Any other thoughts? Anyone else?

P: You know, when I first got down here, I had, there was no roaches in the part where we lived. (pause) And one day, I'd been to the grocery the day before that or that day, I found a couple of roaches.

P: Found

P: And I'm, I'm going "Ahhh!" to my neighbor and she says, you probably brought them home from the grocery store. Seriously, and I have been told that more than once or heard somebody tell somebody else that. More than once, so I guess somewhere in my head maybe, I've always kind of assumed, although I've never seen one actually in a grocery store, that they're in, they're there. I don't know if that's true or not. I kill them. I don't have roaches, but I remember being told that.

M: Have others heard that? Agree or disagree?

P: Based on what I know, like, I have family in Puerto Rico, and they will, they used to you know, like they would try to send things, and my mother would be like leave it in the garage because we're not bringing that box in the house. So that was a precaution because the boxes themselves, they worry. So they'd be like take out the foil wrapped and wrap everything in foil. Everything would be foil wrapped, then you would take it out, and never let a box in. And it was for something like that. So, I'm perfectly happy to believe that their, like their produce that comes in a box, then they have that. I just don't want to know it.

P: Yeah.

P: This is showing me that, at least on this day, if I walked in to this place, that I may have accidentally come upon, I would probably walk out.

P: I know, umm, having worked in the produce department, umm, I have actually had boxes-no roaches, but had boxes that had, specifically corn had spiders, and we just, right in the trash. The —

P: whole box.

P: Whole box is gone. And usually we'll end up with a shortage of that 'cause uhh, we'll usually throw the box and the one that's over, on top of it, umm, and the rest will be fine. But like, if we, we have just like a couple spiders, it's just like, alright, that's done. Not putting any of that out.

P: Right, because you can't risk whatever and you know, any person really.

M: So this idea that, you know, if most likely may or may not be going on, there may or may not be bugs in the grocery store, but seeing one is kind of like a—

P: A no-no.

P: A dealbreaker.

(laughter)

P: Yeah.

P: I like that, yes.

P: It's a dealbreaker.

P: I, I'd probably still checkout with

P: Visibly

P: I wouldn't really go with produce at this point, anymore, but umm, you know, it would certainly, it would go on a department basis. 'Cause if I see their meat department and it's very, it's isolated, it's very cold, it's very well-kept, you know, seeing that in the deli or the produce, I'll skip that department, but I'll, maybe the meat department is still okay, umm but as far as grocery where things are prepackaged, I might be fine. I might, I won't probably leave, but I'll certainly be more wary of other departments.

P: I can't. I'm too afraid, so—

(laughter)

P: We don't

M: Okay, so would you all do anything in response to seeing this?

P: Oh, I would tell them. Yes.

P: Mmm hmm.

M: Who would you tell?

P: I would, whatever manager was on duty that night.

P: I would go up to what is generally customer service, like where they sell the cigarettes. Umm, and be like, “umm, I was just in the whatever department and I saw a raw, and I’m just letting you know, because this definitely changes my opinion.” And I would say it that way. That’s definitely my way, but I would say this definitely changes my opinion if I’m seeing, if there was an area I was just in. Even if it’s on the way to the bathroom or something.

P: Yeah, it’s alive there.

M: Anything?

P: I would tell the same thing I found a roach there because I don’t want them to get away with it, so (laughter). Maybe, probably, I’d kill it first.

(Laughter)

P: Kill it what? Maybe?

P: Depends on the shoes I’m wearing.

P: I won’t kill it. Huh uh. I’m not killing it. Nope.

P: I’ll kill it.

P: Yeah.

P: I’d kill it.

P: Not in flip flops, but pretty much everything else.

P: And now grocery stores. That’s even more creepy.

(laughter)

P: Yeah, I’d kill it and then tell somebody, like—

P: Be like, there it is.

P: I’d be like where’d it go? And like--

P: I might be ten feet away taking a picture, but I'm not—

M: Would anybody else take a picture?

P: I don't think I could get my camera out fast enough.

P: That wouldn't.

P: Yeah, in the light. Part of what freaks me out, that is a bright picture.

P: Is that a, is that roach like dead on it's back, or is that alive?

P: No, it's on it's back.

P: It kinda looks like

P: He's not on his back. Huh uh.

P: You're either not cleaning the place enough and you've got a dead roach or it's alive in the light, that is bad. There is no good with this.

P: Yeah, at least psychologically, I just couldn't.

P: Maybe he got into the fruit bar from the first picture.

P: Food poisoning!

P: It was so bad, he keeled over.

P: It was the cottage cheese.

M: How about you, [P8], would you do anything?

P: No. If I just see something like that, I'm not just going to leave it and come back. I don't know that I'm going to call anybody out about it. That's their problem. I don't care that much.

P: Oh, I'm going to tell ya'.

M: [P10]

P: My energy I guess.

(Pause)

P: Going to the grocery store, first of all, is not one of my favorite things to do. I'm a little bit better than I have been. But if I was halfway through with my grocery shopping, and I was not in the mood to be there, I would go ahead and just buy them and leave. I just appear lazy—

P: I'll take my chances someplace else.

P: I wash any produce anyway when I get home. Sometimes I soak it, depending on what it is. The canned food, I can wipe off. The eggs, I can wash those off. And I guess it's just a mood thing, because I know, I know there's roaches, period. And I honestly believe that there are a few roaches in grocery stores. I don't want to see them. I really do!

P: No, I believe you. I just—

P: I just don't think you can get entirely away from them. Now that whole thing, that picture, is dirty.

P: You bet.

P: All that mess.

P: Yeah.

P: And I, I mean, I really hate roaches. I smack, I went outside last night and something flew in and I had a pot in my hand and I smacked it against the wall. Then, I had to scrub the wall.

(laughter)

P: It looked like a roach to me that had flown in. Are there flying roaches? I don't have a clue.

P: Yes.

P: Is there?

P: Yes.

P: Well, and that's what that was. Because I was not in the and I really, really hate them.

P: I grew up in Minnesota and I never saw a roach I think within in the first twenty years of my life. Which, you know, that's fine. I'm down here, I can live with them. Whatever, but I really hate them. But all that dirt there doesn't—

M: So the dirtiness going on there too, so does seeing this affect you? Does it affect your impression of the store?

P: Mmm hmm.

P: Yes.

M: Is it mostly the dirtiness or the bug, or--?

P: Both.

P: Both.

P: The whole thing.

P: Because the bug is surviving because of the dirtiness. Nobody's cleaning it.

P: Yeah.

(Pause)

M: Umm and then, one more kind of side note question, [P10] mentioned washing her produce and eggs and stuff. Does anybody else wash anything?

P: Mmm hmm.

P: Mmm hmm.

P: Yeah.

P: I wash—

P: Absolutely.

P: I usually, I usually do some dish detergent. Then, I also turn around and do vinegar and water.

M: So do you usually do it on--?

P: I usually do it on all the fruits and vegetables because I'm trying to get the dirt off and trying to get the wax off. So—

M: Okay. Others? Washing?

P: I, I do tend not to wash, so it's funny, I tend not to wash until I use—

P: Well, yeah.

P: Because it, because it'll go bad sooner—

P: Quicker, yeah.

P: I have umm, and there's plenty of stuff that I leave on the counter, and it doesn't get refrigerated, umm, so it really all depends on what you're talking about, umm, in terms of what I, what I will wash. But like berries, I wash in a little bit of, in a tiny bit of vinegar and water 'cause they last so much longer that way as an antifungal. It's awesome!

P: I wash it when I get ready to use it, you're right.

(coughing)

P: You okay?

P: My mother used to put salt in, in while she was washing some vegetables there, and I asked her why and she said bugs. There's bugs.

P: It gets the bugs out. My mom said—

P: My grandmother does that.

P: Broccoli.

P: My grandmother did that. Mmm hmm.

P: Kinda that.

P: My mother, oh yeah, my mother used to do that for broccoli. I can remember now.

P: Yeah, my grandmother used to do it for like broccoli, and for like collards and cabbage.

P: Uh huh.

P: 'Cause it got the bugs out.

M: [P5], do you wash anything?

P: Yeah.

M: What types of foods?

P: All vegetables. All fruits, apples especially. And then I use a knife to scrape up the extra wax.

P: Mmm hmm.

P: And yes, I have seen my parents use salt, but I haven't done it myself.

P: I've done it with baking soda before too. There was a boy like who did a science project at my son's school, and it ended up you know like in something like the school newsletter or whatever and these were his results. And it was like the difference between the vegetable wash you could buy, like Refresh or something, and it's basically baking soda, plain water, and I remember, like baking soda was just as good as the thing you bought off the shelf, so umm, I probably did that on something at some point, but the thing that matters the most to me, and it was about keeping it around was the vinegar, the vinegar on those berries. So, most everything else I don't have a problem with keeping fresh or am I worried about the bacteria on it. So—

M: [P4], did you have something?

P: Yeah, I usually wash all my produce and meat and I use a bit of turmeric—

M: Turmeric, okay.

P: 'Cause they tell it's good for that thing. It takes care of germs and stuff like that, so.

P: What do you rinse meat in?

P: Turmeric.

P: Really?

P: Fresh or dry?

P: Umm, it's the powdered?

P: The powdered.

P: Powdered turmeric? Okay, I didn't realize that.

P: I have never heard of that. I use that for chicken soup.

P: Yeah.

M: You said that you washed meats. Can you elaborate on that?

P: Yeah, I usually get the meat home and I wash it before I start cooking it.

P: Yeah I usually use salt and marinate it later after washing it. So, yeah, just salt.

P: Typically for me, I umm, rinse it real good before I cook it.

M: Okay. Do others wash meats and what meats do you usually wash?

P: I do all meats.

P: I've never washed my meat. I never knew you were supposed to do that.

P: I've rinsed whole poultry is the way I would say it. 'Cause like turkeys, I always end like chickens, like I would rinse that—

P: Like whole ones?

P: Yeah, like a whole.

P: Whole one?

P: Yeah. When you before, you, to me, I don't even know why I would say that like I just generally do it to what is already been—

P: Cut.

P: Processed.

P: Yeah, yeah.

P: Yeah, like deboned and all that for me, I don't do it to that meat, but I definitely do it to a whole, to a whole bird.

P: Nah, I do it to all.

P: Anything I have to take guts out of—

P: It's funny, I say a whole bird, but if I got a breast, like a whole turkey breast, I would do it there too.

P: So would I.

P: When there's a cavity. So for whatever reason, if there's a cavity, I kind of feel, and I would use salt and I can picture lemon. Like taking a lemon across the outside and it's probably more

of an antiseptic sort of same kind of thing, and I would rinse it still after I've done that, but that would be my, you know—

P: Even, even you know like breast and individual pieces, I still—

P: You do the same thing.

P: I just grew up rinsing meat.

P: Okay.

M: Okay, umm, and so I'm hearing the lots of variety of things washing, different kinds of solutions, vinegar, baking soda, salt, different preparations. Okay, great. Anymore thoughts and comments on that?

P: Can we take the roach off the screen?

M: Okay.

(laughter)

P: That's what I'm saying. I can't look at it.

M: We're beginning, so don't feel bad.

M: Umm, okay, so umm, the final question that I have for all of you, is umm, if you could come up with a definition for food safety what would it be?

P: God. I don't know.

P: Save the essay question for last.

P: Weren't these all essay questions?

M: Okay.

P: Yeah, I was going to say, I don't know if I could come up with a definition.

M: Okay, well just like to you, I guess, if you could come up with a definition.

P: Probably what he said earlier. Like if I have to question it, like if I'm like hmm, is this going to like, then I probably shouldn't buy it. Like, like if it, like is this, is this, is this gonna be okay?

P: Is this gonna make me sick?

P: Am I gonna be okay? You know, then I probably won't buy it.

(Pause)

P: I guess to me, like, it would be at the store, obviously follow if it was like the ones we've seen, but I mean if the food just looks like clean and fresh and like something I'd want to eat, you know? I mean, I'm not going to go buy food that doesn't look—

P: Appealing.

P: Yeah, appealing.

P: Appearances.

P: I'm not going to go buy something that doesn't look good. I guess my definition of good, which I don't know how to explain that, but you know, like everybody knows what they're looking for.

P: I was going to say one, the appearance, but two, unfortunately, I do pay attention to the sanitation grades, so if the sanitation grade's too low, I don't even—

P: Yeah, no.

P: Because there, I know there's a standardized checklist and, and somebody's gone and said, okay, no you're deficient in these areas, so if you're in a 94, 95, I'm okay, but if you're in the 90, oh my.

P: I've actually straight up walked out of restaurants that have had—

P: Yeah.

P: --sanitation score like that.

P: Yeah. If you got a 90, that means the inspector—

P: And you can check it all online now.

P: We live in the age of—

P: They give you a grade of 89.

P: I don't know. Sanitation usually means nothing to me because I've been to a Burger King that had 100% sanitation rating and I very, so, signs doesn't matter.

P: I think the first problem is that it was a Burger King.

P: Yeah.

(Pause)

M: Others? Definitions?

P: Definition of like safe food or food safety for the store?

M: Food, but definition of food safety.

P: Food safety (pause) I would say working with food in a way that keeps it fresh and free from contamination.

P: Mmm hmm.

P: I like that.

P: That's excellent.

P: Lowe's. The one next to me, redid everything, and when they were done, everything looked so fresh and so clean, no matter what department, I went in right after. Umm, like the salad bar they had made up or the chicken that's prepared and you can buy meals, just the whole thing, it just felt good to go in there. And I know in my head it was, everything in this store is new and clean and it's going to be safe. Whereas, probably the last time I went in, and this was a few years ago, I still remember going into an old Food Lion and thinking—

P: Not so much.

P: Yeah, and I bought a few things and left. I didn't, so I guess if you spruce up, I'm good to go!

M: [P6], [P5], do you have any thoughts on definitions?

P: Umm, actually.

M: So, I'm hearing a lot of fresh, clean, appealing—

P: Free from contamination.

M: Free from contamination—

P: That's the important part.

M: Umm, and kind of handling and also maybe or not the sanitation scores of, you value that. Okay! Awesome, umm, that's all the questions that I have, umm, I'm going to let umm, Kinsey do a quick recap of all the ideas and if, make sure we got you know everything correct with what you guys were saying and umm, if there are any things we need to change or whatnot, things we need to clarify, let us know! So—

C: So I guess the umm, okay, so, it looks like we have a wide range of shopping, so you guys seem to shop at grocery stores from maybe 2-3 times per week to once or twice a month. Umm, the stores, wide range: Lowe's Foods, Kroger, Harris Teeter, Food Lion, Aldi, the Farmer's Market, and then Costco and Sam's Club. It seems like you guys really like Publix, but there's not one around here, so you don't shop at it as much. Umm, it seems like the Harris Teeter and Lowe's Foods might be higher on your list than like a Food Lion. Umm, let's see, and then the things that are important to you are umm, customer loyalty, customer service, a good reputation, cleanliness, cost, umm, specialty things, convenience. Umm, let's see, and then how many times do you prepare meals a week, umm, it ranges from once or twice a week to twenty meals a week, umm, so that all depends on your family size or if you just cook food for yourself, umm, I guess how you cook, and then you guys prepare meals for children, family, friends. Umm, and then the first picture of the salad bar, umm, you said it was of melon and cottage cheese. Uhh, I guess the main thing was it was unappealing, umm, you didn't know where the utensils had been, you didn't know who'd touched them, umm, don't know how long the food's been out, you don't necessarily want to get food that's been out for too long. Uh, let's see, and then you said you'd rather umm, purchase the melon and cut it up yourself or buy it in the plastic, pre-packaged boxes instead of buying it off the salad bar. Umm, and you said it necessarily doesn't look hazardous, you'd still buy things from that department or that produce department and you'd still go to that store. And you would go to tell somebody. You'd go to the manager or the health department. Uhh, for the dog bones, umm, definitely unappealing. It's something that you guys did not like. You said could potentially attract things, start to smell, attract bugs, you don't know what was uhh, behind the counter, you don't want to buy things uhh, behind the counter if it was meat, uhh, you don't want to have the raw things near the dog bones. Umm, some of you said you may buy the seafood in the glass case below. Others said you would not. Umm, some of you said you would still buy things from that department. Overall, it seemed like you would still buy things from that store, just maybe not the department. Umm, and you said that this would affect your impression of the store and you may not go there as often. Umm, and then you also said location makes a difference, so if you think, some of you think this may be more acceptable than in a big chain. Uhh, the third picture, so the sanitizer pail on top of the seafood case, you noticed that, and you did, some were kind of iffy about it. You think that maybe it's probably safe if they're just cleaning, and if you see people actively cleaning. Umm, you're worried about someone putting a rag in it and then it splashing on the seafood, but if it's totally encased in glass and there's a sliding door on the back, you're okay with it. Umm, and you also said that behind the counter looks very clean, so also, you guys also think that's probably a more clean store. Umm, for the fourth picture with the bug, with the cockroach, umm, you definitely do not think this is safe, umm most of you say that you would not go to this store if

you saw the cockroach. Some of you said that if you were in the middle of shopping, you may continue shopping and then just potentially buy the pre, umm, packaged goods, and not just the produce. Umm, some of you said you may contact the manager or contact someone in customer service. Others said that they would not. Umm, and you said that this would definitely impact your impression of the store because it looks dirty and you're seeing a bug. Yeah, I guess food safety to you is that fresh, clean, appealing, free from contamination, and looking at sanitation scores.

M: Is that okay with everybody.

(Group consensus of yes's)

M: Alright, awesome!