**Code: ACTION**

**Definition:** Participants' descriptions of or references to actions that they would take related to food safety situations.

**When to use:** Code when a participant describes or references an action they would take in response to a food safety situation, such as talking to a manager, leaving the store, or alerting others through social media (for example, “If I saw a roach, I’d turn around and walk out.”). Also code social media actions as SOCMEDIA (for example, “If I saw a roach, I’d take a picture of it and post it on Facebook.”).

**When not to use:** Do not code when a participant refers to managers or management not in the context of taking an action in response to a food safety situation (for example, “The management should let customers know there’s a problem.”) NOTE: code as MNGMT). Also, do not code when a participant refers to using social media not in the context of taking an action in response to a food safety situation (for example, "I heard about the Listeria in ice cream outbreak on Facebook." NOTE: code as SOCMEDIA).

**Examples:**

“I mean, I would definitely say something to the store manager. Be like that’s kind of disgusting and maybe you should know about that. Cause I’m only assuming that the store manager doesn’t know about this.” [Transcript 1, Page 18]

“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.” [Transcript 2, Page 58]

“I would post that on Facebook, heck yeah. Yeah, I do that all the time.” [Transcript 3, Page 26]

“I would just leave.” [Transcript 4, Page 35]

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**Code: AESTHET**

**Definition:** Participants' descriptions or references to the aesthetics of a retail food store, such as way the store as a whole or certain parts of the store look or make participants feel.

**When to use:** Code when a participant describes or refers to the aesthetics of the whole or part of a retail food store. Descriptions may reference the color or appearance or other visual indicators, using terminology including but not limited to appearance,
visual, visually, appeal, appealing, unappealing, shiny, dull, dingy, old, and new. For example, "The aesthetics of the store matter," "The lighting doesn't make the store look very appealing," or "Everything just looks old."

**When not to use:** Do not code when a participant describes or references the color, appearance, or other visual indicators in the context of how food or food products look, using the same words and phrases as above (for example, “The fruit doesn’t look appealing.”) NOTE: code as LOOK). Also, do not code when a participant describes or references the color, appearance, or other visual indicators of a food or food product in the context of food quality, using the same words and phrases as above (for example, “If the meat is brown, you know it’s been sitting out for a few days.”) NOTE: code as FOODQUAL).

**Examples:**

“It’s completely spick and span.” [Transcript 1, Page 8]

“The whole photo just looks dingy.” [Transcript 2, Page 27]

“I mean I think it’s unfortunate that old stuff looks dirty, you know as opposed to new things. I mean I’m a person with a lot of old stuff, but you know it just doesn’t look as good. So it just and it could be actually not as clean but it’s an obviously older place. It’s an old broom, everything there is old.” [Transcript 3, Page 40]

“The place just doesn’t look clean to me.” [Transcript 4, Page 17]

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**Code:** BACPATH

**Definition:** Participants’ descriptions of or references to general or specific pathogens or bacteria.

**When to use:** Code when a participant refers to bacteria or pathogens, either by specific names or in general (for example, "if it isn’t kept cold, bacteria could grow in it."). Participants may use words and phrases including but not limited to bacteria, germs, pathogens, Listeria, E. coli, Salmonella, and norovirus.

**When not to use:** Do not code when a participant refers to cross-contamination, foodborne illness, a foodborne illness outbreak, or cleanliness/dirtiness in the context of food safety and safe food handling if bacteria or pathogens are not mentioned (for example, “I remember that ice cream outbreak because it made a lot of people sick.”).
Examples:

“Most recently there was a recall because Listeria is not killed when it is frozen. Most bacteria are but listeria isn’t. So that’s why there all these food recalls because they can’t find the spores and it survives well in cold temperatures.” [Transcript 1, Page 11]

“Also, bacteria grows quicker when it’s moist.” [Transcript 2, Page 15]

“Yeah. And I mean like I said I think you’re supposed to wear a net. I don’t think you’re supposed to wear, that baseball hat really bothers me though. Cause the rims of baseball caps carry a lot of germs and if he like touches it during the day and then like I just don’t like that.” [Transcript 3, Page 26]

“And I mean I grew up in the country and yes in the country you do have them you know on the outside. But you know just like her roaches do the equal, they equal, its nasty. They bring germs, you just don’t want them.” [Transcript 4, Page 37]

Code: CHAIN

Definition: Participants’ descriptions of or references to a large corporate grocery store chain or company.

When to use: Code when a participant describes or references a large, corporate, or chain grocery store (for example, “If I saw that in a big chain store, I wouldn’t shop there.”)

When not to use: Do not code when a participant describes or references a local, independent, and/or small business grocery (for example, “If I saw that in my local butcher shop, it wouldn’t bother me.”) NOTE: code as LOCAL). For further details on terminology, see code LOCAL.

Examples:

“This isn’t like obviously this is not a chain grocery store to me. This has to be like a local butcher or family shop.” [Transcript 1, Page 10]

“I would hold a chain to a higher standard than a local store.” [Transcript 2, Page 37]

“Yeah I agree with that. It looks like they’re a chain because all the stores have the same sign as opposed to the last photo that was just printed on the computer you know from a word document and printed off.” [Transcript 3, Page 38-39]
“I generally don’t go to like, so I prefer if I’m going to go to a local store it’s a local store that would be like a butcher or a deli. Um, if I’m going to somewhere where I want to get everything like cereal, and get my milk, and deli, and my raw meat I think that’s something that on a scale of larger commercial stores they probably, they probably do better because they wouldn’t be able to consistently do terrible. Like again the grading and things like that. Like Food Lion couldn’t get away with like 600 of their stores like being awful. But then again I live in a naive world. Um, but I think like for a local store its harder to without, it’s harder to get everything kind of meet all of those standards if they’re trying to do too many things.” [Transcript 4, Page 21]

Code: CLEAN

Definition: Participants' discussions or mentions of a non-food item being clean or exhibiting cleanliness in terms of sanitation.

When to use: Code when a participant refers to the store as a whole, an area within the store, equipment, surfaces, or employees as being clean or exhibiting cleanliness, and any related terminology to denote this. Participants may use words and phrases including but not limited to clean, cleanliness, not dirty, and sanitary (for example, "Everything looks pretty clean.").

When not to use: Do not code when a participant is describing or referring to cleanliness in a context other than sanitation, such as when referring to the healthfulness of food (for example, "I've been trying to eat clean to be healthier."). Also do not code when a participant is referring to the act of cleaning (for example, "The bucket of cleaning solution shouldn't be on the counter." NOTE: code as FOODSTOR), unless also describing or referring to cleaning to make something clean or achieve cleanliness (for example, “It looks like they're cleaning, which I hope they would do because they need to keep those counters clean.” NOTE: also code as EMBEHAV).

Examples:

“I mean cleanliness is like number 1. So nobody wants to shop in a gross...grocery store where your feet are sticking to the floor.” [Transcript 1, Page 3]

“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.” [Transcript 2, Page 16]

“And like the floor looks clean, like it’s been swept and mopped, but then like look at the side tiles, they look really filthy. So that says to me that you know they’re just cleaning the floor, not the rest of the, that looks really bad.” [Transcript 3, Page 40]
“I mean if we saw more of the store maybe it would be really clean, just dingy looking.”
[Transcript 4, Page 20]

Code: DEALBKR

**Definition:** Participants' descriptions of or references to factors or situations that would not be acceptable to them – a “deal breaker”.

**When to use:** Code when a participant describes or references a factor or situation related to food safety that would not be acceptable to them, such as a reason they would not purchase a food item or shop in a grocery store (for example, “If I saw a roach I wouldn’t touch any of the food.” NOTE: also code as PEST and DECISION). Participants may or may not use the term “deal breaker” to define this.

**When not to use:** Do not code when a participant gives a purchase decision but does not explain why it would be a “deal breaker” (for example, “No, I wouldn’t it because I don’t like cantaloupe.” NOTE: code as PRODUCE and DECISION).

**Examples:**

“I don’t think I would finish the trip. I probably wouldn’t shop there. Because that grosses me like...all the way out. That’s one of those...like...I don’t even...will starve.”
[Transcript 1, Page 24-25]

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.”
[Transcript 2, Page 57]

“But I mean with no paper towels in your paper towel dispenser, him wearing a baseball hat, and with meat on top, those three things would send me out of the store.”
[Transcript 3, Page 22]

“How clean it is. If I walk in and it smells kinda funny. There are some stores I will walk in and turn back around and I won’t get anything.” [Transcript 4, Page 2-3]

Code: DECISION
**Definition:** Participants' indications of whether or not they would purchase food from the store location, the store department, or the chain or company. Also, indications of whether or not they would purchase the brand or type of product in question or shown in the photograph.

**When to use:** Code when a participant indicates whether or not they would purchase food from the store location, store department, from anywhere in the store, or from the store company or chain with an affirmation or denial, or something along that spectrum. Responses may include but are not limited to: yes, no, maybe, would, would not, nope, and no/not enough context. Also code when a participant indicates whether or not they would purchase the type or brand of food or food product in question or shown in the photograph.

**When not to use:** Do not code when a participant indicates whether or not they would purchase food from the store location, store department, from anywhere in the store, or from the store company or chain, or the type or brand of food or food product in question or shown in the photograph, with an affirmation or denial, or something along that spectrum, related to an incident or experience in the past or another situation, such as their experience with a similar situation they encountered on a previous shopping trip or something that happened to someone they know (for example, “My sister saw a roach at a grocery store once, so left and didn’t buy anything.” NOTE: code as ACTION). Also, do not code when a participant indicates whether or not they would purchase food from the store location, store department, from anywhere in the store, or from the store company or chain, or the type or brand of food or food product in question or shown in the photograph, with an action statement (for example, “I would leave.” NOTE: code as ACTION), unless the action is combined with a decision indication.

**Examples:**

“Based off of safety, I probably would, but in reality I probably wouldn’t because that’s just...it’s almost like it’s the single serving thing. That’s for immediate consumption. I don’t shop for immediate consumption.” [Transcript 1, Page 7]

“I would buy the dog bones, but I wouldn’t buy anything else that went over that counter.” [Transcript 2, Page 23]

“If I see that roaches are in the fresh fruit or fresh vegetable area I do not buy that product. But if I see that roaches like around the cereal area or milk areas I do buy the vegetables or fruits in the same store.” [Transcript 3, Page 42]

“It’s not something I would buy normally and definitely not in a buffet.” [Transcript 4, Page 10]
Code: DELIMEAT

**Definition:** Participants' descriptions or references to the purchase, consumption, preparation, or handling of deli meat or lunch meat products packaged or handled by deli employees.

**When to use:** Code when a participant refers to the purchase, consumption, preparation, or handling of deli meat or lunch meat products packaged or handled by deli employees, in general (for example, "I only buy freshly-sliced lunch meat from the deli." NOTE: also code as FRESH). Also code if a participant refers to any specific type of non-cured deli meat or lunch meat, including but not limited to turkey, chicken, ham, roast beef, or a processed lunch meat product (for example, "I only buy freshly-sliced turkey from the deli." NOTE: also code as FRESH).

**When not to use:** Do not code when a participant refers to the purchase, consumption, preparation, or handling of deli meat or lunch meat products that are not packaged or handled by employees (for example, “I buy pre-packaged, pre-sliced turkey and ham for sandwiches.”). Do not code when a participant refers to the purchase, consumption, preparation, or handling of food products, in general (for example, “I only buy fresh food.” NOTE: also code as FRESH). Also, do not code when a participant refers to the purchase, consumption, preparation, or handling of another specific type of food or food category that does not include deli or lunch meat packaged or handled by deli employees (including but not limited to seafood, meat, dairy, or produce) and food items or products within those categories (for example, “I only buy fresh produce.” NOTE: code this as PRODUCE). NOTE: code these non-deli meat or lunch meat examples as their respective categories (if applicable).

**Examples:**

“Well I think a deli does more lunchmeat and that kind of stuff, which you’re gonna eat raw. But a butcher is usually stuff your gonna cook and it’ll be fine anyway.” [Transcript 4, Page 18-19]

“When we get deli meat we talk to people...” [Transcript 4, Page 22]

Code: DIRTY

**Definition:** Participants' discussions or mentions of a non-food item being dirty or unclean, or exhibiting dirtiness or a lack of cleanliness, in terms of sanitation.
When to use: Code when a participant refers to the store as a whole, an area within the store, equipment, surfaces, or employees as being dirty or unclean, or exhibiting dirtiness or a lack of cleanliness, and any related words or phrases to denote this, including but not limited to dirty, dirtiness, dirt, unclean, not clean, lack of cleanliness, unsanitary, not sanitary (for example, "The walls look dirty.").

When not to use: Do not code when a participant describes or refers to the aesthetics of the whole or part of a retail food store, such as when describing the color or appearance, or other visual indicators (for example, “The lighting doesn't make the store look very appealing.”) NOTE: code as AESTHET). See code AESTHET for more detail on the specific terminology.

Examples:

“Well, um, the whole thing looks generally not well taken care of. Sorta dirty and just...the situation that allowed for that bug to be there, it is probably not an anomaly.” [Transcript 1, Page 26]

“Any insect is just unsanitary, if you have insects.” [Transcript 2, Page 25-26]

“And like the floor looks clean, like it’s been swept and mopped, but then like look at the side tiles, they look really filthy.” [Transcript 3, Page 40]

“The place just doesn’t look clean to me.” [Transcript 4, Page 17]

Code: EMBEHAV

Definition: Participants' discussion or mention of employee behaviors related to safe food handling.

When to use: Code when a participant refers to how retail employees handle food, such as their personal hygiene, cleaning and sanitizing, food preparation, food service, and food storage practices (for example, “It looks like she is wearing a hair net.”). Participants may use words and phrases including but not limited to gloves, hair net, hat, apron, handwashing, serving food, bare-hand contact, jacket, coat, cleaning, sanitizing.

When not to use: Do not code when a participant mentions the above words or phrases not in the context of employee food handling (for example, "They keep it so cold in the store, I have to wear a jacket when I shop.").

Examples:
“If there’s samples. If they are not just like. If they have toothpicks or something that’s not just, stick your hand in. Or whatever. Or if the people at the deli section are wearing gloves or for something like that. If you see people out there, constantly, bringing stuff out, bringing stuff away and kind of making sure that things are where they should be, then I’ll feel better about it. But if there’s like no one there and I’m kind of alone, looking around.” [Transcript 1, Page 8]

“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.” [Transcript 2, Page 45]

“Oh, yeah I just, I don’t want to see someone in the butcher shop wearing a baseball hat.” [Transcript 3, Page 26]

“I mean I’m the type unless I were making a purchase and I saw someone doing something that was unsanitary and the person tried to give me that I would just leave from that area, leave the store, unless there was something else I was going to buy.” [Transcript 4, Page 23]

Code: EMTRAIN

Definition: Participants' descriptions of or references to employee knowledge, education, or training.

When to use: Code when a participant describes current practices and needs related to employee knowledge, education, and training when referencing employees or management (for example, "Employees should be trained on proper cleaning." NOTE: also code as EMBEHAV).

When not to use: Do not code when a participant describes training, knowledge, or education in reference to consumer or customer behaviors (for example, "Not everyone that uses the salad bar knows they're not supposed to leave the handles in the food.”

Examples:

“If this happened in any chain, I would assume someone wasn’t reading their three ring binder.” [Transcript 1, Page 17]

“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.” [Transcript 2, Page 34]
“And see I know people that have been working for grocery stores and they go through like many hours of training and it’s kind of like how do you not know blank if you’ve had so much training.” [Transcript 3, Page 15]

“And to me I think most stores have like a protocol that they’re supposed to follow, but not all employees do.” [Transcript 3, Page 33]

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**Code: FOODPKG**

**Definition:** Participants' descriptions of or references to how a food is packaged or its packaging.

**When to use:** Code when a participant describes or refers to foods that are packaged before or at retail, and any mention about the packaging materials or methods used for these foods (for example, "I would only buy the packaged foods, not the fresh ones." NOTE: also code as FRESH).

**When not to use:** Do not code when a participant refers to any other aspect of foods aside from how it is packaged or its packaging (for example, "I wouldn't buy the meat it if it was brown." NOTE: code as MEAT and LOOK and FOODPREF).

**Examples:**

“It’s packaged food though, that’s in the ice. Not like, stick it in your mouth food.” [Transcript 1, Page 11]

“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.” [Transcript 2, Page 34]

“If it’s in a box, it’s probably okay.” [Transcript 3, Page 20]

“So I think it’s okay to keep in room temperature, but it should be covered to avoid contamination.” [Transcript 3, Page 21]

“Yeah the canned products are probably fine.” [Transcript 4, Page 18]

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**Code: FOODPROD**
**Definition:** Participants' discussions or mentions of food production process, including processes ranging from the growing of food through food arrival at the store.

**When to use:** Code when a participant discusses or mentions how food is produced, including the range of processes from growing food through food arrival at the store. Participants may describe where or how it is grown (for example, “I’m sure most of the produce we buy has pesticides.”) NOTE: also code as PRODUCE. They may also describe the processing of food (for example, “Who knows how safely they’re handling the food when they’re cutting it up and packaging it before it gets to the store.”) NOTE: also code as FOODPKG) and transporting it to the stores. Participants may use words and phrases including but not limited to food chain, farm to fork, and processing.

**When not to use:** Do not code when a participant discusses or mentions any aspect of food preparation past when food arrives at the store (for example, “When I worked at the store, once we had to throw out a box of corn because they found a worm in one of the ears.”) NOTE: code as PRODUCE).

**Examples:**

“Honestly, I’d probably give that to my dogs versus the ones that are in the grocery store. Cause I don’t know how long the ones in the grocery store have been sitting and they have been sprayed with preservatives and all this crap. If this thing is from a local butcher, I’m like, this thing probably died yesterday.” [Transcript 1, Page 10]

“See I see that and I think they butchered this animal in house and they have a large bone they’re going to sell it for someone who has a dog and wants to bring the dog bone for their dog.” [Transcript 4, Page 15]

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**Code:** FOODQUAL

**Definition:** Participants' descriptions of or references to the quality of food or food products, whether referring to a specific type of food or food in general. This includes factors participants feel are important in terms of food quality.

**When to use:** Code when a participant describes or refers characteristics of food or factors that are important in food product quality (for example, "If it doesn't look fresh, no one will buy it." NOTE: also code as LOOK and FRESH). Participants may use words and phrases including but not limited to fresh, freshness, mold, color, appearance, smell, taste, texture, moisture, and dryness. Also code when a participant mentions or refers to a factor related to the quality of the food that affects why a participant decides
to shop at a specific grocery store location or company (for example, "I like to go there because their stuff always looks fresh." NOTE: code as STRCHOICE).

**When not to use:** Do not code when a participant describes or refers characteristics of food or factors that are not, according to the participant, important in food product quality (for example, “I'll buy the cantaloupe but not the honeydew because I like cantaloupe better.” NOTE: code as PRODUCE).

**Examples:**

“I just think quality wise, real grocery stores like Harris Teeter, Food Lion, Publix, like they have more selections so you actually have like more selection of quality and quantity.” [Transcript 3, Page 4]

“M: [Name of Participant] what do you think about, or like what factors do you look for when you’re looking for freshness or good quality?
...M: Any other thoughts or comments on that?
P: For me I always check the expiration date.” [Transcript 3, Page 6]

“And it’s a $1.39 per pound, so can’t be that much of a quality meat whatever it is.” [Transcript 3, Page 22]

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**Code:** FOODSTOR

**Definition:** Participants’ descriptions or references to food storage practices.

**When to use:** Code when a participant describes or mentions a method or practice for storing food, such as covering it or keeping it refrigerated (for example, "The food at the salad bar is left out there in the open and uncovered."). Also code when a participant describes or mentions equipment or materials used for storing food, including but not limited to ice, a cooler, the refrigerator, and an enclosed case (for example, "That looks like food being kept on ice."). Participants may use words or phrases that include but are not limited to case, on ice, packaged, covered, uncovered, open, refrigerated, refrigerate, frozen, and cooler.

**When not to use:** Do not code when a participant describes or mentions a method or practice for storing non-food items, such as cleaning and sanitizing equipment or chemicals (for example, "The bucket of cleaning solution shouldn’t be on the counter.")

**Examples:**

“Um, I mean if its left open like if there’s no door over those things I probably wouldn’t eat it.” [Transcript 4, Page 9-10]
“So I think it’s okay to keep in room temperature, but it should be covered to avoid contamination.” [Transcript 3, Page 21]

“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.” [Transcript 2, Page 34]

“I think, yeah, I think at night they would cover it with ice. I’ve seen some um seafood places where it’s all covered with ice and it looks like there’s still a lot of stuff exposed.” [Transcript 4, Page 26]

Code: FRESH

Definition: Participants’ discussion or mention of the term fresh or freshness.

When to use: Code when a participant mentions the terms "fresh" or "freshness," regardless of the context used (for example, "When the lighting is good, it makes food look more fresh." NOTE: also code as AESTHET). Also code participants’ responses to questions about describing the meaning of or characteristics of fresh food.

When not to use: When a participant describes or refers to other aspects or characteristics of a food that does not include mention of fresh or freshness, or is not a response to a question about describing fresh food or the characteristics of fresh food (for example, "Color is really important to me when I'm picking my produce." NOTE: code as PRODUCE).

Examples:

“Yeah, that wouldn’t prohibit me from purchasing something fresh.” [Transcript 2, Page 18]

“I check the color of the vegetables and meat because like for example the vegetables is like if it’s not fresh it has like yellow color or brown color, so I do not choose that one. And for example, meat, fresh meat is like red color, but it like old one is like brown. It, it’s not good so I do not trust them.” [Transcript 3, Page 6]

M: “What, um, factors do you look for in terms of freshness of meat, like how do you judge that?” P: “I guess how brown it is and how much blood kinda comin out of it.” [Transcript 4, Page 3]
“I would probably buy the packaged food, I might not buy the fresh stuff, but like...that’s an impressive roach if it can get into packaged food.” [Transcript 1, Page 24-25]

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**Code: FSCULTR**

**Definition:** Participants' descriptions of or references to the culture or atmosphere within the store or company as it relates to food safety and safe food handling.

**When to use:** Code when a participant refers to "culture" or "atmosphere" as it relates to food safety and safe food handling (for example, "There should be a company culture that emphasizes safe food handling.").

**When not to use:** Do not code when a participant refers to "culture" as it relates to individual culture (for example, "Some customers probably aren't used to handling food that way in their culture."). Also, do not code when a participant refers to "atmosphere" as it relates to the general environment (for example, "Spraying chemicals on that surface can let those particles into the atmosphere.").

**Examples:**

“To me it's like a company culture. Like, so, if it’s acceptable to just have trash on the floor then everybody that works there is just gonna be like yeah it’s the way we do it. But if it’s not you know it’s kind of, to me it’s set within the culture of the store itself. You know if everyone’s expecting you to have fresh stuff out, then I think I mean not all employees, but most employees would follow them. I mean I know that’s not 100%, but...” [Transcript 3, Page 14]

“It’s indicative of an attitude that seems unconcerned to a degree that I’m not comfortable with. I mean I would want...that’s why I would come back at least once a week later and if they haven’t, if they haven’t righted the ship. But you know, I would give them a chance to fix it but if they didn’t worry about fixing it in a timely manner than I would have serious doubts about attitude towards food safety as a whole.” [Transcript 1, Page 21]

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**Code: FSRISK**

**Definition:** Participants' discussion of or reference to, a factor(s) that affect the safety of a food, or the risk of getting foodborne illness (whether actual or perceived risk factors).
**When to use:** Code when participants discuss, describe, or reference one of the FDA-defined risk factors for foodborne illness, including poor personal hygiene, improper holding (time and temperature), contaminated equipment/protection from contamination, inadequate cooking, and food from unsafe sources (for example, “Someone could reach their hand in and that would be cross-contamination.” NOTE: also code as XCONTAM). Also code when participants discuss, describe, or refer to other factors the participant believes may affect food safety or the risk of foodborne illness, such as mold on food or a bad smell (for example, “Unless it’s obviously got mold on it, I’m going to assume it’s ok.”). Code regardless of whether participants indicate control or lack of control of the risk factor (for example, code both “That employee isn’t wearing gloves as he’s making that sandwich,” and “That employee is wearing gloves as he’s making that sandwich.” NOTE: also code both as EMBEHAV). Participants may use words or phrases including but not limited to cross-contamination, personal hygiene, cooking, cooling, storing, and food sources.

**When not to use:** Do not code when a participant describes, or refers to a past experience with foodborne illness (for example, “I had a burger at a restaurant and got sick right after.” NOTE: code as MEAT and OTHRETAIL), unless they also describe or refer to the potential cause or contributing factor of the illness (for example, “I had a burger at a restaurant and got sick right after, probably because it was undercooked.” NOTE: also code as MEAT and OTHRETAIL). Also do not code when a participant describes, or refers to a factor(s) that do not affect the safety of food or risk of foodborne illness (for example, “The tile and grout look dirty.” NOTE: code as AESTHET and DIRTY), unless they indicate that the factor would affect their opinion of the safety of the food (for example, “The tile and grout look dirty, so if they can’t keep the floors clean I wonder about how they handle the food.” NOTE: also code as AESTHET and DIRTY).

**Examples:**

“I tend to be pretty laissez-faire about that kind of thing. You know like, I pour hand sanitizer, or you know, I think people are way overly afraid of germs and their fellow human beings and whatever so. I’m just generally going to assume that if someone is offering me food to buy. Unless it’s obviously got mold or nastiness, I’m going to assume it’s okay.” [Transcript 1, Page 7]

“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 (gaping) ‘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.” [Transcript 2, Page 14]

“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.” [Transcript 2, Page 15]
“Um, I wouldn’t say it’s super safe I guess. Just because it’s been sitting out for a while. And all of those salad bars and things, they sit out for a while. So, I’d much rather like just go buy whatever I want to make that salad and do that without like using the stuff that’s been sitting out. Like I don’t know how cold they keep everything.” [Transcript 3, Page 8]

“It does pose a risk for food safety cause roaches are very dirty insects.” [Transcript 3, Page 40]

Code: INCFREQ

**Definition:** Participants' discussion of or reference to the frequency of a situation, event, or incident in the context of food safety.

**When to use:** Code when a participant describes or refers to how often a situation occurs or appears to occur as it relates to food safety (for example, "If it was a one-time thing, I’d still shop there.") Participants may use words or phrases including but not limited to repeat, isolated, one-time, and single.

**When not to use:** Do not code when a participant discusses or mentions the effect of time or timing in the context of food safety, such as when leaving food out or when stores are open versus closed (for example, "I wonder how long that food has been sitting out.” NOTE: code as TIME). See TIME code for further details on specific terminology.

**Examples:**

“Like if this is my regular grocery store and I come back a week later and roof is still leaking, then I’ve got a problem.” [Transcript 1, Page 18]

“Uh, if it was this only, this is the only thing I saw and this only happened once then I won’t have that much bad impression on that grocery store.” [Transcript 3, Page 38]

“Yeah, I guess that’s how I look at it. Like if this is a singular event then I’d probably be fine. But if I saw other things than I wouldn’t come back again.” [Transcript 4, Page 38]
**Code: LOCAL**

**Definition:** Participants' descriptions of or references to a small, local or independent grocery store.

**When to use:** Code when a participant describes or references a local, independent, and/or small business grocery (for example, “If I saw that in my local butcher shop, it wouldn't bother me." NOTE: code as LOCAL). Participants may use words and phrases including but is not limited to butcher, fish monger, farmers' market, and farm stand.

**When not to use:** Do not code when a participant describes or references a large, corporate, or chain grocery store (for example, "If I saw that in a big chain store, I wouldn't shop there." NOTE: code as CHAIN). For further details on terminology, see code CHAIN.

**Examples:**

“Um I think for me local versus chain I am still looking for the same level of cleanliness.” [Transcript 4, Page 20]

“Like I almost don’t really care if my butcher is doing everything 100% correctly. Like if there’s a couple weird things, not that are grossly negligent, but I know there’s a lot of very small stipulations and I’m handling my food I don’t do 100% properly and I’m like eh its fine. But I haven’t had a terrible experience with food poisoning yet, so.” [Transcript 4, Page 21]

“But just by the weird lighting it doesn’t look like a, uh I don’t know how to say this correctly, like a a chain grocery store. It looks like a family owned or something smaller.” [Transcript 3, Page 24]

“Yeah, it’s very at home, at home feel. It could, they very well could be operating up to regulation. Like cleanly standards. But there’s also a certain amount of good old at homeness that you get at local shops versus going to a chain. That’s why this screams like local to me. It’s really not bad. It’s totally fine.” [Transcript 1, Page 10]

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**Code: MNGMT**

**Definition:** Participants' discussion or mention of management practices, roles, and communication with employees and consumers.
**When to use:** Code when a participant refers to management practices, roles, and communication with employees and consumers, such as management standards and policies in place, how management handles issues, how management communicates information to consumers, and how management trains employees (for example, “Management should train employees on proper cleaning." NOTE: also code as EMTRAIN). Participants may use words and phrases including but not limited to: management, manager, managing.

**When not to use:** Do not code when a participant refers to any action or behavior taken by the participant or another consumer directed towards the management, such as talking to the manager (for example, "I'd tell the manager." NOTE: code as ACTION).

**Examples:**

“Because this is something that it looks like it’s store policy. This is, they put a sign out, their manager knows this is happening.” [Transcript 3, Page 20]

“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.” [Transcript 2, Page 36]

“If they left it there, like I agree, it’s kind of their attitude towards the whole thing. I would expect to at least...in this particular section. Let’s say the seafood manager came up and he was like ‘sorry, we found a leak this morning but we’re not using this freezer, whatsoever. We’re waiting until they come and fix this.’ Then I’d be like, ‘okay cool.’ And I would actually continue to shop in that...in the end, I talk to the managers so...I like to know everything that’s happening in my grocery store. [Transcript 1, Page 22]

“I mean if the roach was dead I would think more positively cause that means they’re doing something to try and like poison them or something, so they’re trying to fix it, but um.” [Transcript 4, Page 34]

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**Code: OTHRETAIL**

**Definition:** Participants' discussion or mention of food safety at other retail food outlets.

**When to use:** Code when a participant discusses or mentions food safety at retail food outlets that are not grocery stores, including full-service restaurants, fast food establishments, bulk retail stores, and big box retailers like Wal-Mart and Target (for example, “I don’t buy the produce at Wal-Mart because it doesn’t look good.” NOTE: also code as PRODUCE, LOOK, and FOODPREF).
**When not to use:** Do not code when a participant discusses or mentions food safety at grocery stores (for example, “I don’t buy the produce at Food Lion because it doesn’t look good.” NOTE: also code as PRODUCE, LOOK, and FOODPREF).

**Examples:**

“It looks like something you would find at like the farmer’s market.” [Transcript 1, Page 12]

“The, the tiling, the exact tiling is just like a fast food restaurant.” [Transcript 2, Page 49]

“I still think the broom and the dustpan are just disgusting. That would, I mean that would bother me. That looks like something that should be in the bathroom of a you know Mobil station, a gas station. That’s not, and I don’t want to have to bring the dustpan anywhere near food items.” [Transcript 3, Page 44]

“I mean but like if I was at a restaurant and a waitress came up with a bottle of um you know like 409 spray and set it on the table, I would, that would really gross me out. For me that’s the same kind of thing, it’s the same kind of concept.” [Transcript 3, Page 34]

“And mentally it looks like it may smell. And that ice, it reminds me of a fish market.” [Transcript 4, Page 18]

**Code: PEST**

**Definition:** Participants’ discussions or mentions of pests or pest issues in the context of food safety or storage.

**When to use:** Code when a participant refers to any type of pest in the context of food safety or storage (for example, “If I saw a roach at the grocery store, I’d walk out.” NOTE: also code as ACTION). Participants may use words and phrases including but not limited to insect, bug, roach, fruit fly(ies), and spider.

**When not to use:** Do not code when a participant refers to any type of pest not in the context of food safety or storage (for example, "It really bugs me when they leave food out uncovered like that." NOTE: code as FOODSTOR).

**Examples:**

“The wall color and the lighting just kind of make me think the rest of the store might have fruit flies somewhere.” [Transcript 1, Page 16]
“The thing is, I wonder if it is totally possible to complete, for any grocery store, to be completely bug free.” [Transcript 2, Page 50]

“I don’t know where it is but … If they have a regular pest control, there should be no bugs there, so.” [Transcript 3, Page 41]

“I think I read one time um like the larger the roach is the less likely it’s to have a bunch of friends or something.” [Transcript 4, Page 32]

Code: POLICYREG

Definition: Participants' descriptions of or references to government or corporate policies, regulations, and standards that affect food safety. This also includes store location-specific policies, regulations, and standards related to food safety.

When to use: Code when a participant refers to government, corporate, or store location-specific policies, regulations, or standards that affect food safety. This includes corporate and store food safety policies (for example, "They should have standards in place that their employees are trained on." NOTE: also code as EMTRAIN). It also includes federal, state, and local standards, regulations, requirements, and rules, such as the FDA Food Code, inspections, and inspection scores or grades (for example, "I always check the inspection scores.").

When not to use: Do not code when a participant refers to employee behaviors or food handling that affects food safety without mentioning or referring to government, corporate, or store location-specific policies, regulations, or standards that affect food safety (for example, "Their manager should train on how to properly clean the counters." NOTE: code as EMTRAIN). Also, do not code when a participant refers to government, corporate, or store location-specific policies, regulations, or standards that do not affect food safety (for example, “I wish they would make it a rule to repaint the walls every few years, it would really keep the store looking nice and new." NOTE: code as AESTHET).

Examples:

“I would look for their rating. Or if there were a food cleanliness regulation thing somewhere posted somewhere. Like if this were at a restaurant, I would want to know what there grade is immediately. Because if it was an A, I would be like ‘somebody is lying here’ and that’s gross.” [Transcript 1, Page 26]

“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.” [Transcript 2, Page 34]
“Absolutely, it looks like it’s SOP. It looks like its standard operating procedure. This is what they do.” [Transcript 3, Page 26]

“It depends on the store’s grade. Um, if you are borderline. If you have a B and its possibly a C because you know you just took the inspection I’m definitely not gonna purchase there because there’s a lot of reasons that you have the grade that you have.” [Transcript 4, Page 11-12]

Code: PRODUCE

**Definition:** Participants' descriptions or references to the purchase, consumption, preparation, or handling of produce (fruit and vegetable) products.

**When to use:** Code when a participant refers to the purchase, consumption, preparation, or handling of produce, in general (for example, "I only buy fresh produce.” NOTE: also code as FRESH). Also code if a participant refers to any specific type of produce, including but not limited to fruits, vegetables, and specific types of fruits and vegetables as determined by participants (for example, "I only buy fresh spinach.” NOTE: also code as FRESH).

**When not to use:** Do not code when a participant refers to the purchase, consumption, preparation, or handling of food products, in general (for example, “I only buy fresh food.” NOTE: also code as FRESH). Also, do not code when a participant refers to the purchase, consumption, preparation, or handling of another specific type of food or food category that does not include produce (including but not limited to seafood, meat, dairy, deli or lunch meat) and food items or products within those categories (for example, “I only buy fresh seafood.” NOTE: code this as SEAFOOD). NOTE: code these non-produce examples as their respective categories (if applicable).

**Examples:**

“With the other, the picture before I might simply ask, ‘how often do you change these fruits?’ or ‘how long has it been sitting here?’ kind of thing.” [Transcript 1, Page 15]

“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.” [Transcript 2, page 17]

“I agree with her. I do not buy the seafood in that section, but I do think I would buy other like vegetables or other stuff in the store because that store is tried to keep cleaning, to keep clean the store.” [Transcript 3, Page 34]
“I think it depends on what you’re buying. Like if its produce see I probably wouldn’t buy it if something was low grade, but if it’s like a packaged product from a you know one of the major brands the stores not gonna affect that, so.” [Transcript 4, Page 12]

Code: RAW

Definition: Participants' descriptions of or references to foods that are raw or uncooked and are intended to be cooked, or foods that are not ready-to-eat.

When to use: Code when a participant describes or references raw or uncooked foods that are not ready-to-eat (for example, "I can't tell if that is raw meat or not on those dog bones.")

When not to use: Do not code when a participant describes or references cooked foods or foods that are ready-to-eat (for example, "The foods in that case must be ready-to-eat.") NOTE: code as RTE.

Examples:

“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.” [Transcript 2, Page 24]

“Yeah that’s kinda my thing like I don’t like to mix my raw food and my ready to eat food in the same vicinity.” [Transcript 4, Page 18-19]

“Raw, cooked, packaged, plastic, anything I wouldn’t. Because those critters crawl on surfaces and no.” [Transcript 4, Page 35]

Code: RTE

Definition: Participants' descriptions of or references to foods that are cooked or ready-to-eat.

When to use: Code when a participant describes or references cooked foods or ready-to-eat foods (for example, "The foods in that case must be ready-to-eat.")

When not to use: Do not code when a participant describes or references foods that are raw or uncooked and are intended to be cooked, or foods that are not ready-to-eat (for example, "I can't tell if that is raw meat or not on those dog bones.")
Examples:

“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.” [Transcript 2, Page 34]

“Yeah that’s kinda my thing like I don’t like to mix my raw food and my ready to eat food in the same vicinity.” [Transcript 4, Page 18-19]

“Raw, cooked, packaged, plastic, anything I wouldn’t. Because those critters crawl on surfaces and no.” [Transcript 4, Page 35]

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Code: SEAFOOD

Definition: Participants’ descriptions of or references to the purchase, consumption, preparation, or handling of seafood products.

When to use: Code when a participant refers to the purchase, consumption, preparation, or handling of seafood, in general (for example, “I only buy fresh seafood.” NOTE: also code as FRESH). Also code if a participant refers to any specific type of seafood, including but not limited to fish, shrimp, shellfish, oysters, and crab (for example, ”I felt really sick after eating oysters, so I won’t touch them now.” NOTE: also code as FBILL).

When not to use: Do not code when a participant refers to the purchase, consumption, preparation, or handling of food products, in general (for example, “I only buy fresh food.” NOTE: also code as FRESH). Also, do not code when a participant refers to the purchase, consumption, preparation, or handling of another specific type of food or food category that does not include seafood (including but not limited to produce, meat, dairy, deli or lunch meat) and food items or products within those categories (for example, “I only buy fresh produce.” NOTE: code this as PRODUCE). NOTE: code these non-seafood examples as their respective categories (if applicable).

Examples:

“And again, this is...it has to be a local shop. So when you shop at places like...there’s like a seafood joint right up the street from my house and they have just huge fish sitting out everywhere. And then they have frozen stuff like right there. So something like this is...it’s fine.” [Transcript 1, Page 12]
“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— “ [Transcript 2, Page 33]

“Um, if I’m buying something like meat or seafood I would want to make sure that it’s fresh, but it’s most importantly safe.” [Transcript 3, Page 33]

“Yeah, it’s probably alright. I mean I know I cook the heck out of all my seafood. I make sure it’s done, um, so it probably would be alright because you would cook it. Um, but, it’s not good practice.” [Transcript 4, Page 27]

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**Code: SENSES**

**Definition:** Participants' descriptions of or references to using at least one of the five senses to evaluate a food or food product.

**When to use:** Code when a participant describes or references using the senses to determine the quality or safety of a food or food product (for example, “I just use my senses to decide if it’s ok to eat.”) Also code when a participant makes a statement evaluating a food or food product with at least one of their senses, such appearance, smell, taste, touch, or sound. Participants may describe or reference the appearance of a food or food product, such as its color (for example, "I wouldn’t buy that fruit – the color isn’t right." NOTE: also code as DECISION). They may also describe or reference how a food smells (for example, “When meat isn’t fresh it has a bad smell." NOTE: code as FRESH). Participants may use words or phrases including but not limited to senses, look, looks, appearance, visual, visually, appeal, appealing, unappealing, shiny, dull, smell, gross, moisture, and slimy.

**When not to use:** Do not code when a participant uses the term “look” or “looks” but the term is not being used to describe visual aspects of the food itself (for example, "That looks like food being kept on ice." NOTE: code as FOODSTOR). Also, do not code when a participant describes or references any sensory aspects of a non-food, such as the floor or walls, surfaces, or equipment (for example, "The floors look gross." NOTE: code as AESTHET).

**Examples:**

“Dim light is harder to evaluate the product— “ [Transcript 1, Page 16]
“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.” [Transcript 2, Page 13]

“It check the color of the vegetables and meat because like for example the vegetables is like if it’s not fresh it has like yellow color or brown color, so I do not choose that one. And for example, meat, fresh meat is like red color, but it like old one is like brown. It, it’s not good so I do not trust them.” [Transcript 3, Page 6]

“Like that does not look tasty, it does not appeal to my visual senses.” [Transcript 4, Page 9]

Code: SOCMEDIA

Definition: Participants' descriptions of or references to communication through social media related to food safety or a food safety situation.

When to use: Code when a participant refers to using social media, either as an observer (for example, "I heard about the Listeria in ice cream outbreak on Facebook.") or as an active participant/engager in social media (for example, "I'd take a picture of the roach and put up on Facebook." NOTE: also code as ACTION). Participants may use words and phrases including but not limited to Facebook, Twitter, Instagram, blog, post, and social media.

When not to use: Do not code when a participant refers to using other types of media, such as the Internet and cell phone apps that are not linked to social media platforms, such as "I use the Internet to find out more information on food safety" or "I heard about the Listeria in ice cream outbreak on the news."

Examples:

“I would probably take a picture and post it on Facebook. Not gonna lie. Oh my god. Look what I just say at grocery store X. Ew.” [Transcript 1, Page 26]

“Some people might take picture of it and post it on Facebook.” [Transcript 3, Page 26]

Code: STRCHOICE

Definition: Participants' descriptions of or references to factors that affect why a participant decides to shop at a specific grocery store location or company.
**When to use:** Code when a participant mentions or refers to a factor that affects why a participant decides to shop at a specific grocery store location or company (for example, "I shop at Food Lion because it's near my house."). Code if participants mention or refer to any of the following factors related to their store choice, including but not limited to price, cost, cheap, location, near, far, convenient, close, quality, fresh/freshness (when referring to store product quality), customer service, availability, selection, hours, sales, specials, deals, coupons, and self-checkout.

**When not to use:** Do not code when a participant mentions or refers to a factor that affects why a participant decides to shop at a non-grocery store location or company (for example, "I shop at Wal-Mart because it's near my house.") NOTE: code as OTHRETAIL.

**Examples:**

“Cleanliness is always going to be a deciding factor but, like, for me and from what it sounded like, most of us, it sounded like more of a convenience thing.” [Transcript 1, Page 3]

“I shop at Lowe’s Foods because it’s about a two minute walk from my house.” [Transcript 2, Page 3]

“A good selection, uh fresh produce, um, pricing is the number one factor for me. Uh, but good selection and fresh produce as well as fresh meat is definitely important to me. I don’t like shopping somewhere and having their butcher or baker or I heard someone say Food Lion does not look as fresh uh, I've noticed that.” [Transcript 3, Page 3]

“I don’t think I would have a problem purchasing from this store. But I also, I just, I have the assumption that it is a smaller store, a family owned store and I guess it’s something I think I would consider to be in a food desert where there’s not an option for a large chain grocery store nearby. But I would seek out a smaller store before I went to a chain because of that mentality. Just that wanting to support local smaller uh chain. So I'd probably shop there, just depending on price though, that’d be probably the next factor for me. [Transcript 4, Page 22]  

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**Code: TEMP**

**Definition:** Participants' description of or reference to temperature, in general, using generalized terms, or by referencing specific temperatures.
**When to use:** Code when a participant describes or refers to food temperature when used in the context of cooking, holding, or storing food. References may be made to temperature in general, when using generalized terms such as “hot,” “warm,” and “cold,” or a specific temperature in degrees Fahrenheit or Celsius (for example, "I'm not sure about how cold those get," or "The temperature needs to get below 41 degrees to keep things cold enough."). Participants may use words and phrases including but not limited to temperature, hot, cold, refrigeration, refrigerated, freezing, and frozen.

**When not to use:** Do not code when a participant describes or refers to temperature when not in the context of cooking, holding, or storing food, such as when referring to environmental conditions like the outside temperature (for example, “When it’s this hot outside, I don’t want to even turn on the oven.”)

**Examples:**

“Most recently there was a recall because Listeria is not killed when it is frozen. Most bacteria are but listeria isn’t. So that’s why there all these food recalls because they can’t find the spores and it survives well in cold temperatures.” [Transcript 1, Page 11]

“I just can’t figure out if it itself is not refrigerated, since it’s bones, then it shouldn’t.” [Transcript 2, Page 24]

“I mean; I assume it’s kept cold.” [Transcript 3, Page 9]

“Assuming this is a shop that sells meat for humans and pets. I don’t think I could. When you walk into the store it’s like it’s face side it’s on your view almost so I probably wouldn’t know if it’s the right temperature.” [Transcript 4, Page 19]

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**Code:** TIME

**Definition:** Participants’ discussions or mentions of how the passage of time and store operational times relate to food safety.

**When to use:** Code when a participant discusses or mentions the effect of time or timing in the context of food safety, such as when leaving food out or when stores are open versus closed (for example, "I wonder how long that food has been sitting out," and "I hope they wouldn't leave food on ice like that when the store is closed." NOTE: also code as FOODSTOR). Participants may use words and phrases including but not limited to timing, time, how long, sitting, store hours, open, and closed.
When not to use: Do not code when a participant discusses or mentions the effect of time or timing not in the context of food safety (for example, “It seems like it takes the employees a long time to help me find what I’m looking for.”)

Examples:

“Unless, it didn’t get resolved. Like if this is my regular grocery store and I come back a week later and roof is still leaking, then I’ve got a problem.” [Transcript 1, Page 26]

“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.” [Transcript 2, Page 40]

“Um, I wouldn’t say it’s super safe I guess. Just because it’s been sitting out for a while. And all of those salad bars and things, they sit out for a while.” [Transcript 3, Page 8]

“And as [Name of Participant] pointed out, the background looks like a very clean establishment. Like they have the right kind of food surfaces and um I, it just looks like a clean place so it may have just been bad timing.” [Transcript 4, Page 28-29]

Code: TRUST

Definition: Participants’ descriptions of or references to trust regarding our food system, including what happens in grocery stores.

When to use: Code when a participant describes or references trust related to the U.S. food system, including what happens in grocery stores and behaviors or activities of those who run and operate them (for example, “I just don’t trust the employees at the grocery store near me.”). Also, participants’ descriptions of or references to things that go on in the grocery store or food production system that consumers don’t know about or don’t witness (for example, “Who knows how long ago the food on the salad bar was actually prepared.” NOTE: also code as TIME).

When not to use: Do not code when a participant describes or references trust that is not related to the U.S. food system, including grocery stores and those who run and operate them. Also, do not code when a participant discusses or mentions how food is produced, including the range of processes from growing food through food arrival at the store, without referring to aspects of trust or what goes on in the grocery store or food production system that consumers don’t know about or don’t witness (for example, “These days, our food passes through quite a few hands before it ever gets to us.” NOTE: code as FOODPROD).
Examples:

“I usually go to Harris Teeter because it’s right down the road and I can trust them more than Food Lion.” [Transcript 1, Page 2]

“I don’t know, it just makes me wonder how safe, how sanitary the rest of it.” [Transcript 2, Page 23]

“Even if it was put in today, I would still not buy anything in that case because of the way that they’re handling the dog bones still is very off-putting, but I also don’t believe that anything in that case is prepackaged before it reaches the store. And so that means that if it’s handled by someone at that store, which goes back to that idea that I don’t really trust the way they’ve been handling everything in the store based on what I see with the dog bones.” [Transcript 3, Page 22]

“Yeah and if they’re if they’re like that negligent to just put that up there it would make me wonder you know are they cleaning the knives between you know using different products and what other shortcuts are they or you know safety regulations are they not following. It would make me wonder.” [Transcript 3, Page 30]

Code: XCONTAM

Definition: Participants' description of or reference to contamination or cross-contamination.

When to use: Code when a participant describes or references contamination or the movement of bacteria, pathogens, or germs as it relates to food or food-contact surfaces (for example, “There could be cross-contamination from passing the deli meat over that counter.”). Participants may use words and phrases including but not limited to contamination, cross-contamination, recontamination, and contaminated.

When not to use: Do not code when a participant describes or references contamination as it relates to something other than food or food-contact surfaces, including but not limited to environmental contamination or pollution (for example, "All that plastic packaging really contaminates our environment." NOTE: code as FOODPKG).

Examples:

“‘Cause like I said, putting it back in the bucket, you’re going to re-contaminate it and stuff.” [Transcript 2, Page 44]
“I mean stores should treat all foods evenly even though it’s for a dog. So it must be covered or just putting, but it seems dried bone. So I think it’s okay to keep in room temperature, but it should be covered to avoid contamination.” [Transcript 3, Page 21]

“And they just threw it there, you know. Anyone could have touched that sign while it was on the ground and those germs could have migrated.” [Transcript 3, Page 28]

“And then you got that raw cooked whatever it is, you’ve got deli fresh over there. So I, they got this whole cross contamination thing going on.” [Transcript 4, Page 16]