

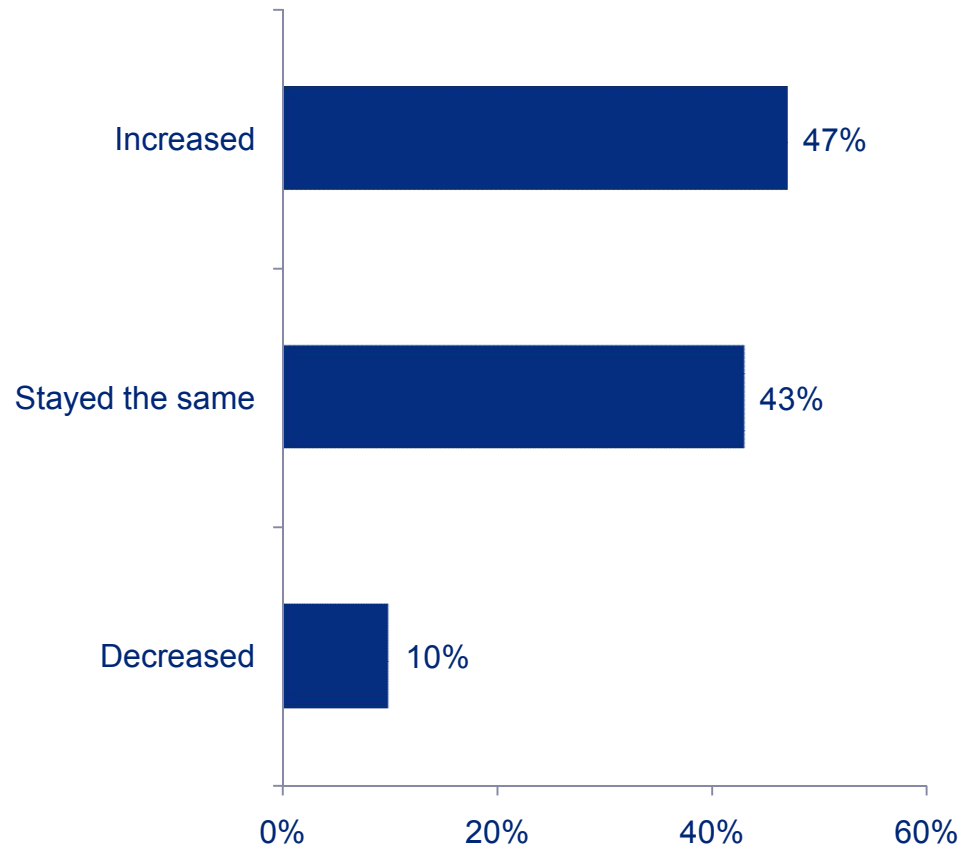


Consumer Food Safety Survey Results

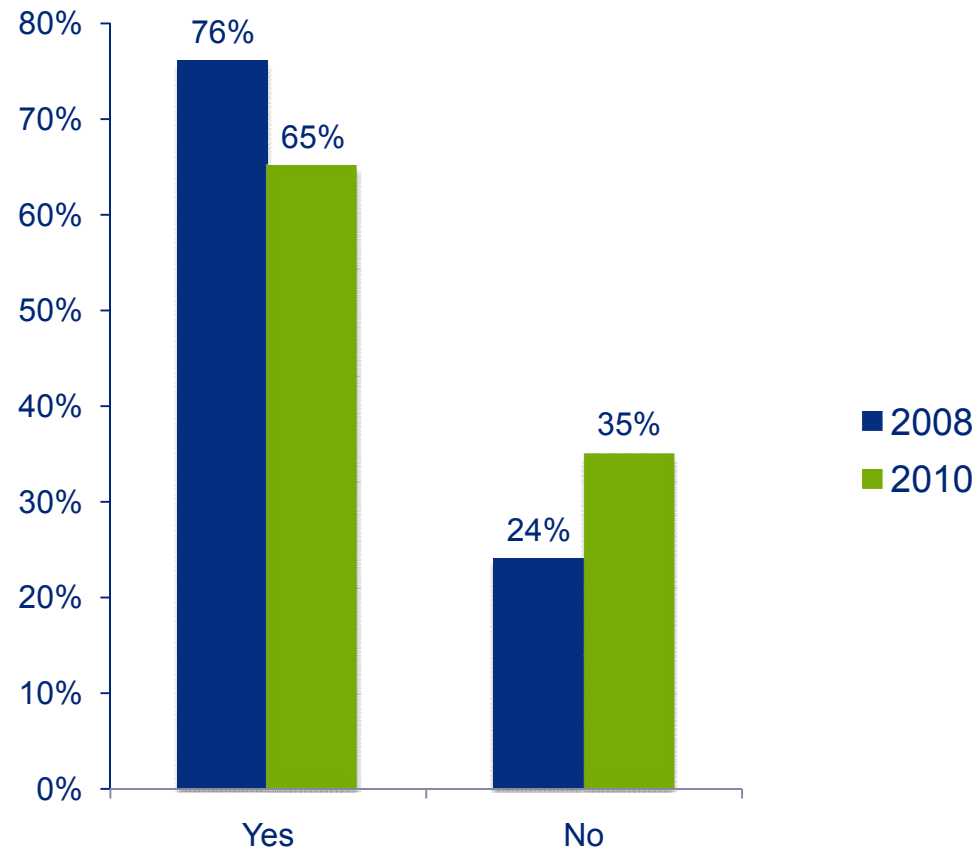
April 2010



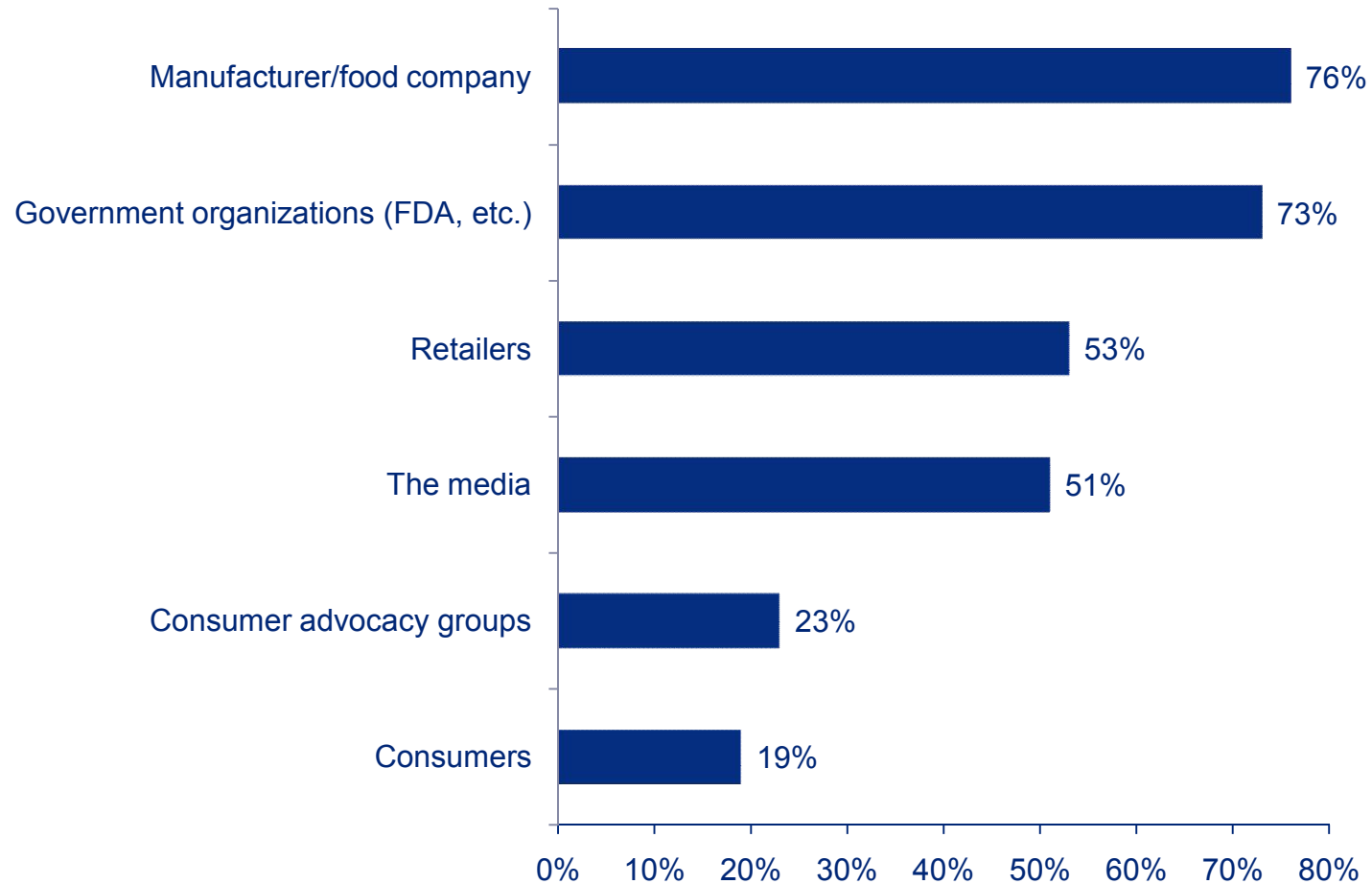
Compared with 2008, consumers think the number of food recalls in 2010 have:



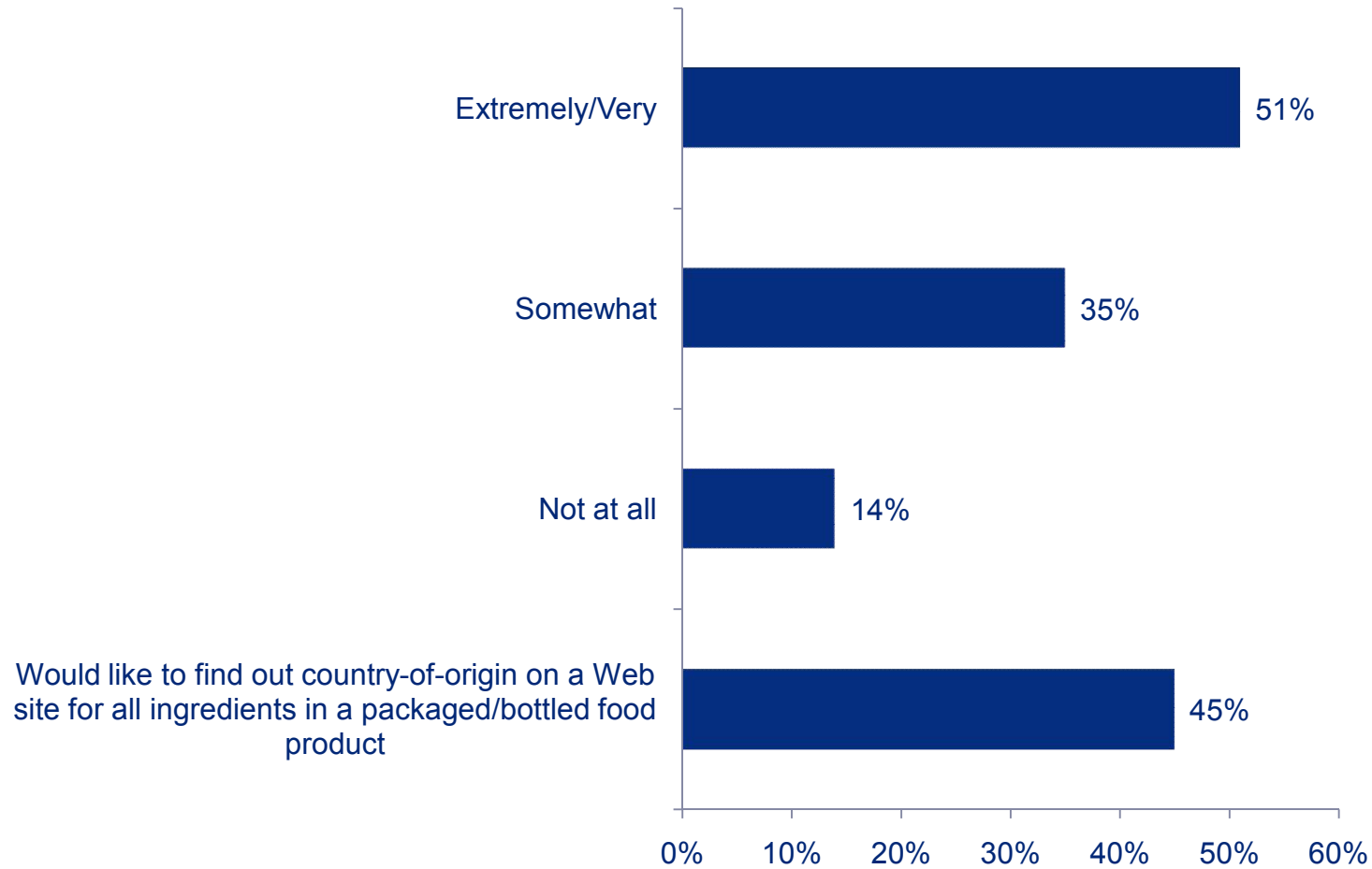
Are you more concerned than you were five years ago about the food you eat?



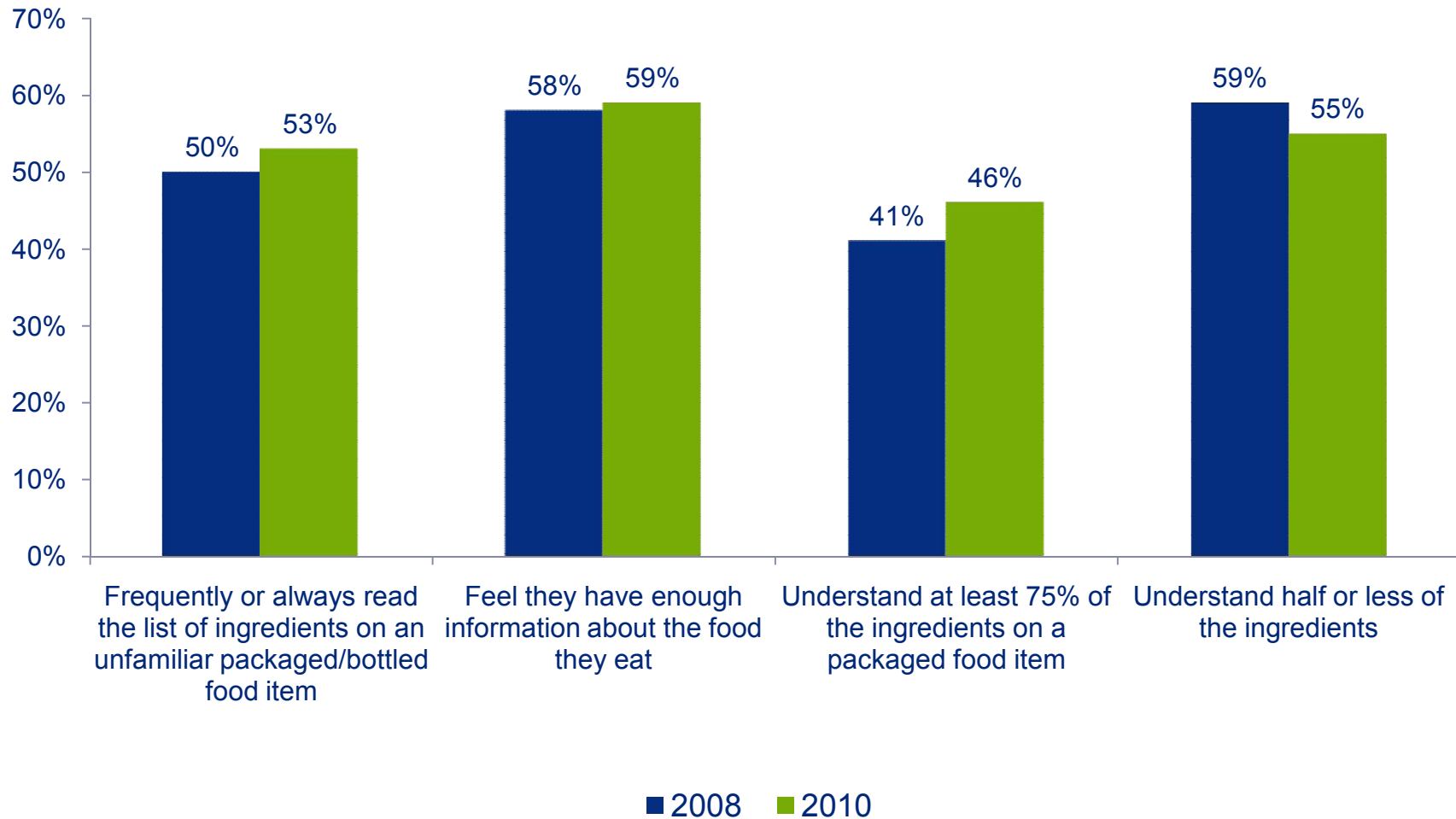
Communicating product recall information should be the responsibility of...



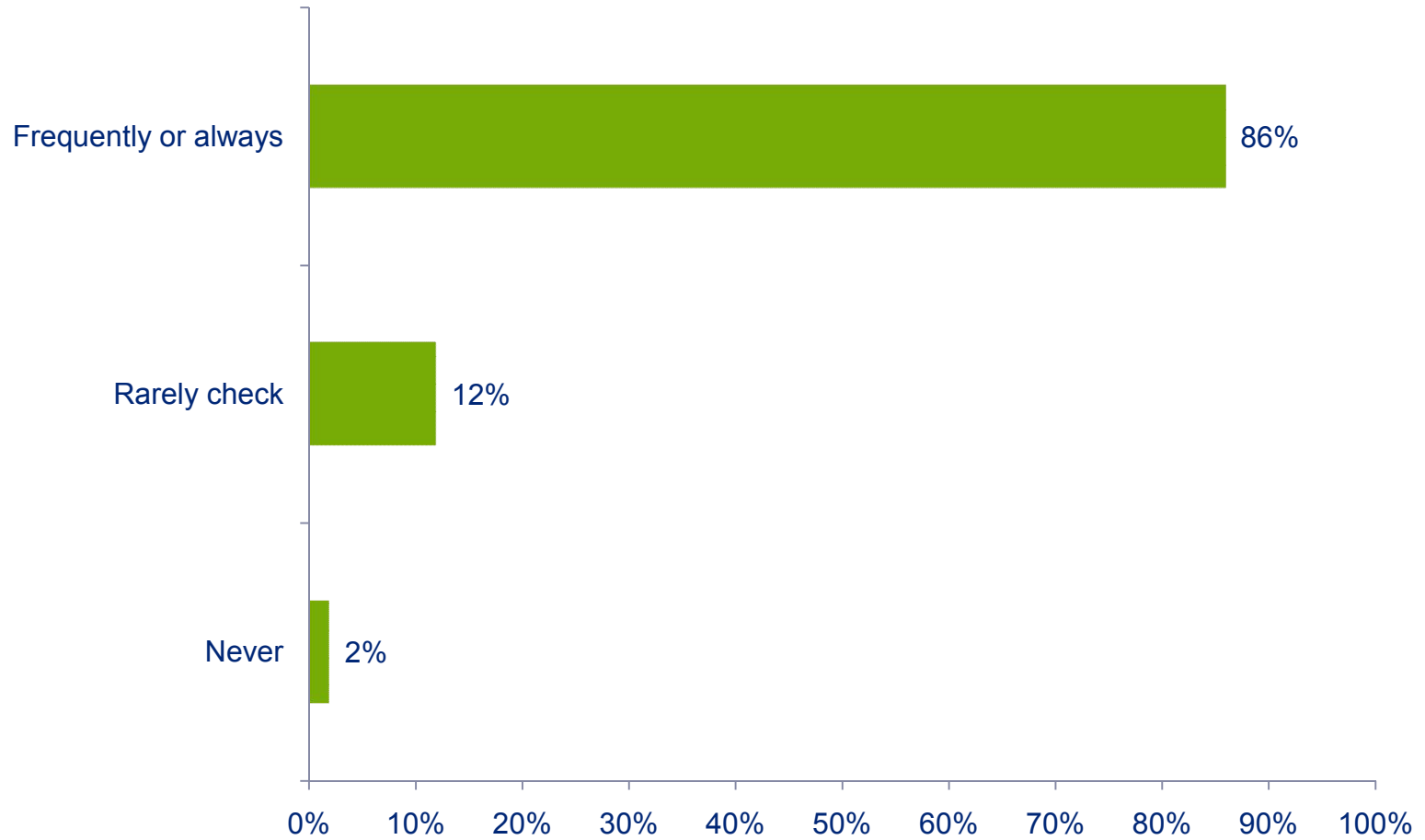
Importance of country-of-origin labeling for fresh meat, fish, fruit or vegetables



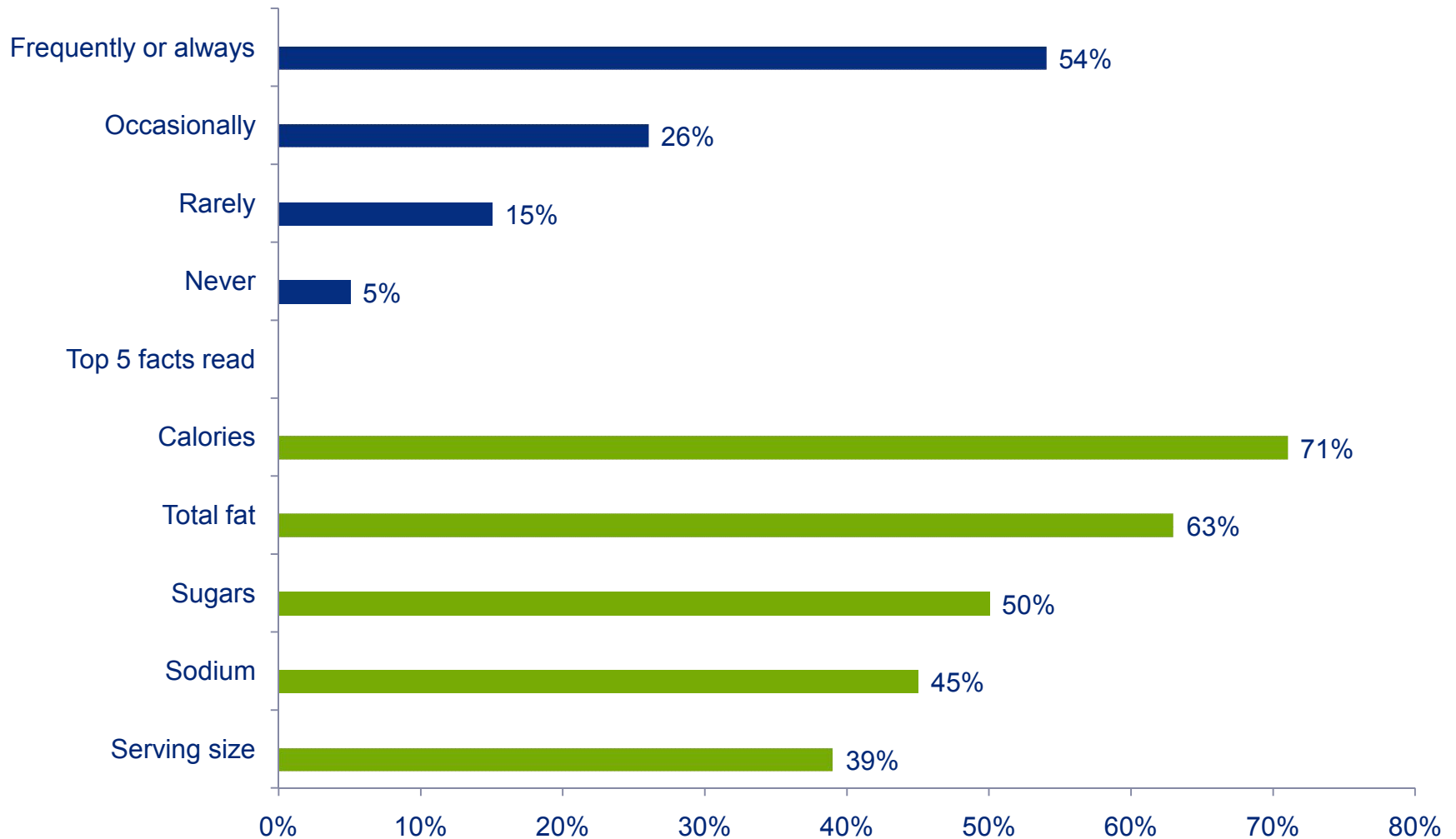
Availability and clarity of information for consumers



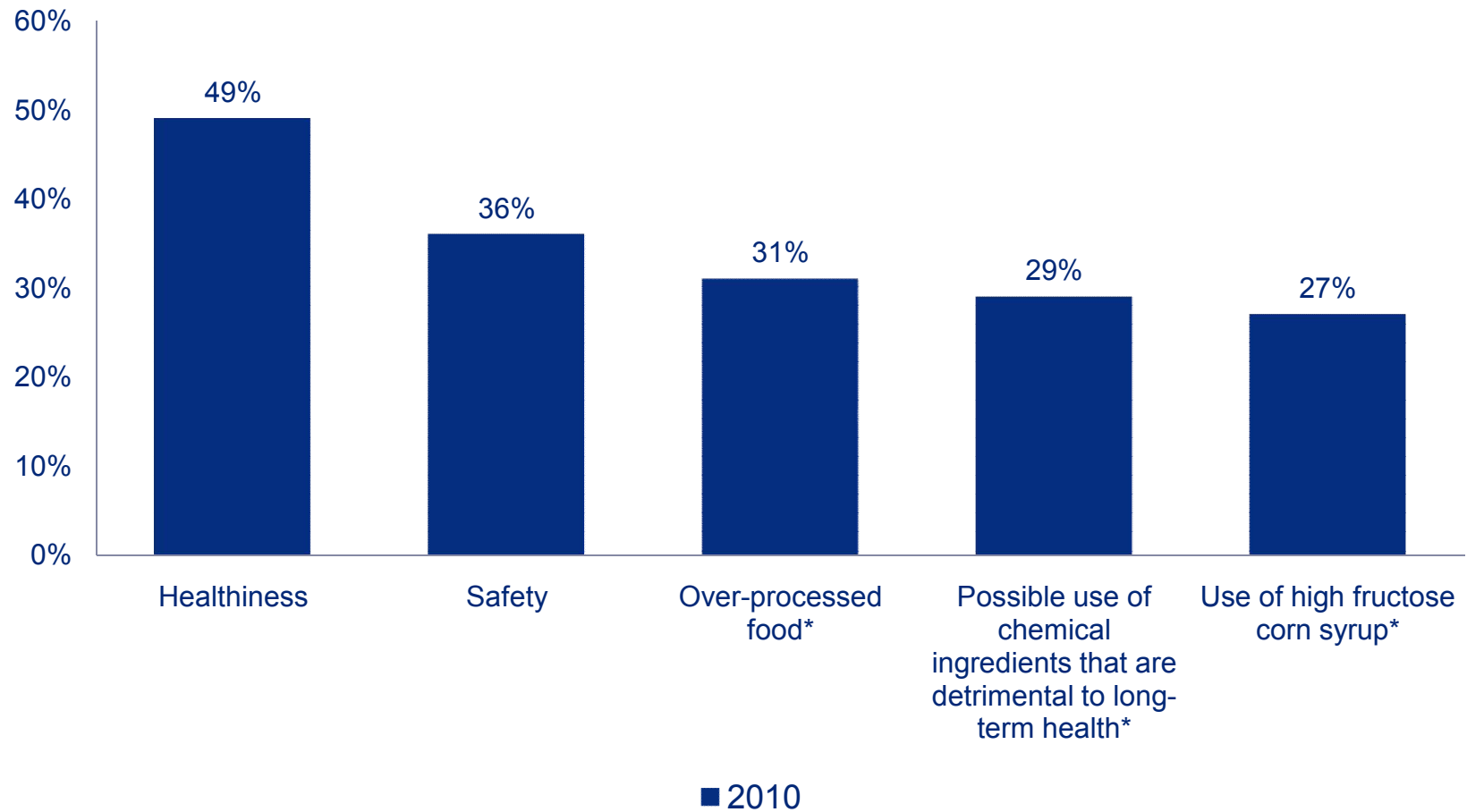
Consumers checking expiration dates:



Consumers are referencing Nutritional Facts:



Top 5 food concerns



About the Deloitte survey

- The survey was commissioned by Deloitte and conducted online by an independent research company on March 22-24, 2010.
- The survey polled a nationally representative sample of 1,102 consumers.
- The survey has a margin of error of +/- three percentage points.

Deloitte.

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu, a Swiss Verein, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu and its member firms. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

Copyright © 2010 Deloitte Development LLC. All rights reserved.
Member of Deloitte Touche Tohmatsu