

Newspoll Survey of Consumer Awareness of MSA and Budget Beef

NEWSPOLL SURVEY

A Newspoll Survey of 1,200 households carried out last week found:

- Only 6% of those interviewed understood that budget beef came from old cows.

Most people thought that the 'Budget Beef' label meant:

- The product was cheap or
- Nearing the end of its shelf life or
- That there was an oversupply of beef.

Although the 'Budget' label to describe meat from animals with eight teeth has been around for almost a decade, up until now no one has bothered to carry out any research to find out what consumers believe the word budget means.

A National Newspoll Survey of 1,200 consumers conducted on 20th February 2010 found that:

- Only 6% of Australian consumers thought that the Budget label meant that the beef came from older cows;
- 12% thought that the Budget label meant that the meat was fatty, when in fact we all know that most cow beef is anything but fatty;
- Only 38% thought that the word Budget related to the quality of the beef; and
- There is no clear cut understanding of the word 'Budget'. Consumers gave the term a multitude of other meanings including cheapness, used by dates, bulk buys, specials, overstocking and even that the meat had been imported.