

MOCK FOCUS GROUP

Characteristics of why we like turkey

Good afternoon and welcome to our session. Thanks for taking the time to talk with us about Thanksgiving turkey selection. My name is Andres Flores and assisting me is Sheila Nesbitt. We are working with a local Turkey Growers Association to understand what characteristics consumers look for when they choose a turkey.

You were invited to this session because you indicated an interest at your local grocery store in providing feedback on this topic.

There are no wrong answers but rather differing points of view. Please feel free to share your point of view even if it differs from what others have said. Keep in mind that we're just as interested in negative comments as positive comments and at times the negative comments are the most helpful.

We will be on a first name basis tonight and we won't use any names in our reports. You may be assured of complete confidentiality. The reports will go back to the Turkey Growers Association to help them plan for future turkey distribution.

Well, let's begin. Let's find out some more about each other by going around the table.

1. Tell us your names and where will you be spending Thanksgiving this year.
2. What is your favorite Thanksgiving dinner food? (Probe: Main dishes, side dishes)
3. Describe how you choose the perfect turkey for Thanksgiving dinner?

4. What general characteristics do you look for in a turkey?

Give participants a few minutes to list them on a sheet of paper and then ask for verbal responses. Ask them to turn in sheets.

5. In your opinion, what are the top four characteristics of the perfect turkey?

Hand turkey activity - Ask participants to trace their hand on a sheet of paper, make the thumb into the turkey's head and have them write their responses on the four "feathers."

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