

# Consumer behavior when shopping for and storing poultry may result in cross-contamination

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**Consumers (96 total) observed while shopping demonstrated behaviors that could lead to cross-contamination of poultry microbes**

## Setup

**Conducted in 3 locations:**

Kansas City, KS; Manhattan, KS; Nashville, TN

**Respondents:**

96 participants, primary shoppers and poultry buyers

**Researchers:**

Each organization went through a 6 hour workshop to ensure that data was collected in a uniform way

## Findings

Consumer behaviors could lead to cross-contamination

**In the store:**

- Only ¼ of consumers bagged their poultry selections
- Only 3 of 96 consumers used hand sanitizer in the meat section
- Majority of consumers touched cart immediately after handling poultry (see Figure 1)
- 84% of the consumers place the poultry in the main section of the grocery basket, making contact with non-poultry products common

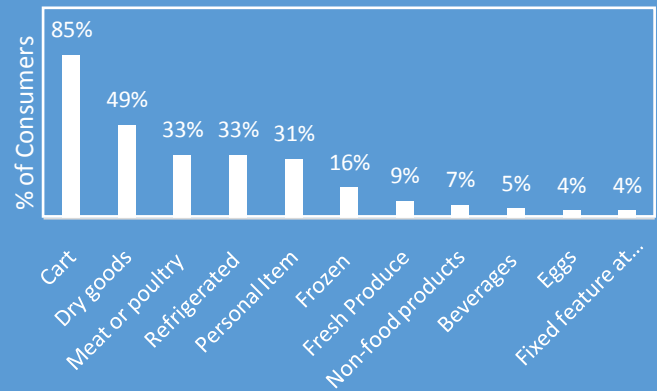
**In the homes:**

- 59% of customers stored poultry without it being in a plastic bag which could potentially contaminate the surface in which it is sitting
- 20% of customers stored the poultry in a way where it was in contact with a non-poultry item

## Conclusions

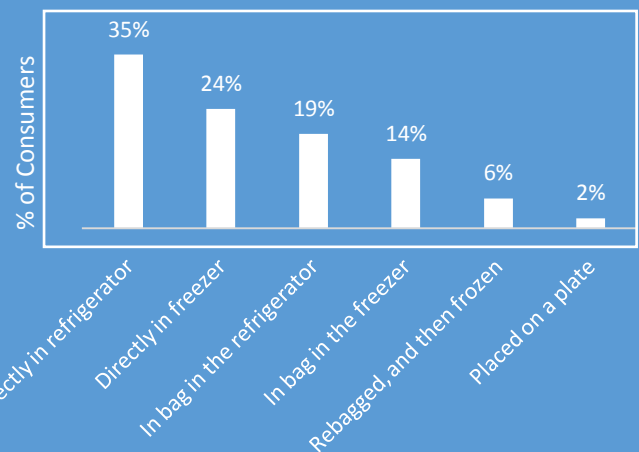
- **Meat Section – most improvement needed**
  - Stores need to provide hand sanitizer or wipes
  - Customers need to be educated to use sanitizer
  - Customers need to be educated on using bags in meat section
- **Home Storage – improvement needed**
  - Leave poultry in meat bag when storing
  - Goal: decrease contamination of storage surfaces
  - Goal: decrease contamination of other products in storage
- **Check-out – minimal improvement needed**
  - A good job is being done to bag poultry separately

### Items touched after handling poultry



**Figure 1** Percent of consumers that touched each type of product directly after touching poultry

### Poultry storage at home



**Figure 2** Methods used by consumers to store poultry at home