



Introduction

There is a lack of policies and regulations in the area of expiration date labeling, which leads to:

- Confusion - Ambiguity (ED Label Images)
- Misinformed decisions
- Food Wastage
- Health Risks
- Financial loss for consumers

Purpose

To understand what consumers know about expiration dates, how consumers interpret expiration dates, what role expiration dates play in the purchase and consumption of perishable grocery products, and what role should public policy play in the areas of consumer education and food safety related to expiration dates.

Methodology

- Qualitative Research
- Grounded theory
- In-depth interviews with 8 grocery shoppers
- NVivo 10 for coding the Interviews

References

- Tsiros, M. and Heilman, C.M. (2005). The effect of expiration dates and perceived risk on purchasing behavior in grocery store perishable categories. *Journal of Marketing*, 69(April), 114-129.
- Strauss, A. L., and Corbin, J. (1998). *Basics of qualitative research: Techniques and procedures for developing grounded theory*. Thousand Oaks, CA: Sage Publications.

Preliminary Findings

Role of Expiration Dates

Purchase

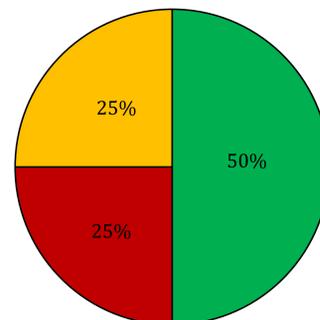
- Food spoilage
- Usage timeline
- Avoid financial loss / Saves money
- Good purchase judgment
- Avoid anger & frustration
- Promote savings & discounts
- Not a factor in purchase decision / trust the retailer

Consumption

- Family health / Reduce health risk
- Reduce food wastage
- Avoid guilt/shame
- Food safety
- Disposal timing
- Not a factor in consumption decision / smell or taste

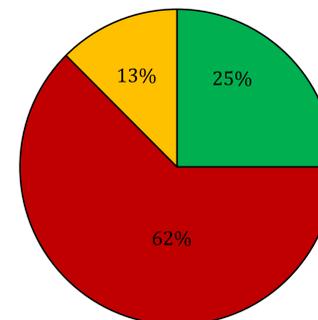
Is ED governed by law?

■ YES ■ NO ■ Don't Know



Should ED be governed by law?

■ YES ■ NO ■ Both



Recommendations

- Consumer Knowledge / Education
- Informed Consumers
- Clear Verbiage
- Consistency & Uniformity (across all products/brands)
- Fixed/designated location on package
- Visible and obvious color

Theoretical Implications

- Context of Discovery
- Avenues for future research

Practical Implications

- Impacts consumers' purchase, consumption, and disposal of perishable grocery products.
- Reduce food wastage
- Reduce health and financial risk for consumers
- Impacts consumer trust in the retailer
- Retailer's image and reputation is at stake.
- Need for policy and standardization.
- Some consumers don't care
- Dating Regulations → Consumer Education → Informed Decisions → Consumer Health