

Quality Assurance = Trust

#2 in a 6-Part Quality Assurance Educational Series

Dr. Susan Kerr, WSU-Klickitat Co. Extension

Note: Need to select a youth volunteer who has a parent present; seek permission from parent to do this activity. It is best to not give youth details about what is going to happen. Make sure youth is not allergic to any of these foods and is emotionally able to be the focus of some laughter at the activity -- "class clowns" do well here. Tell the youth other youth will be laughing at what is happening, not at them.

- Offer a youth a sweet candy (such as a pixie stick) but the sugar has been replaced with salt.
- Offer a youth a sweet drink (such as sweet iced tea) but instead it is cold black coffee
- Offer a youth a vanilla jelly bean, but instead it is another flavor, such as garlic
- Offer a youth a soft mini-marshmallow, but instead it is rock hard
- Offer a youth a cold, refreshing soft drink, but it is warm and flat

Results: Negative experience; the taste, texture and/or toughness of the food is not what was expected.

Questions:

(To the youth volunteer):

How much did you trust me before this activity?

How much do you trust me now?

(To the group):

If I were a livestock producer and you bought and ate my products, how likely is it that you would buy from me again?

How likely is it you would consume this product again?

How many of you have had a bad eating experience with a cut of meat? What was it? How did that affect you?

Lesson: If consumers expect wholesome products and an enjoyable eating experience yet receive something else (injection lesion, toughness, scarring, off-flavor, allergic reaction to a residue, food-borne illness), how much will they trust meat producers in the future? Quality assurance programs and actions are aimed at doing everything possible to make sure each consumer's expectations are met or exceeded. Consumers TRUST food producers to provide healthy, substance-free, good-tasting products. Youth market stock producers, you are food producers!

NOTE: Tell youth to NEVER take a substance from someone if you don't know what it is!! This was a very controlled and unique educational situation!

April 5, 2011