

# RENEWING AMERICA'S FOOD TRADITIONS – Poultry Evaluation Questionnaire for the Consumer

Compiled by American Livestock Breeds Conservancy in collaboration with Slow Food USA & Chefs Collaborative

Thank you for taking the time to complete this evaluation form. Please candidly share your opinion and experience of this poultry product.

Product: \_\_\_\_\_ Date: \_\_\_\_\_ Preparer: \_\_\_\_\_

Preparation method: (boiled, roasted, fried, other) \_\_\_\_\_ Your name (optional) \_\_\_\_\_

## Evaluation of Cooked Product

1. Evaluate each item for acceptability on a scale of one to six and circle the number of choice in each category.
2. A series of descriptive words have been provided. Write in those that apply and/or write in your own in each category.
3. Comment & describe both positive and negative characteristics of the product as you experience it.

## Descriptors

**Skin color:** Pale, tan, brown, black, purple, mottled, speckled, as expected, not as expected

**Meat color:** Pale, dark, rich, gray, white, cream-colored, tan, light brown, dark brown, pink, red, maroon, mottled, speckled, as expected, not as expected

**Aroma:** old, musky, fatty, fragrant, of grass, of freezer, fresh, earthy, pleasant, unpleasant, natural, artificial, chemical, sour, sweet, faint, intense, as expected, not as expected

**Skin texture & flavor:** Soggy, soft, crispy, tough, chewy, gummy, bland, mild, flavorful, rich, as expected, not as expected

**Meat texture/ Mouth Feel:** slimy, moist, dry, succulent, off, mushy, tender, resistant, firm, dense, tough, hard, slimy, chewy, gummy, gristly, rubbery, as expected, not as expected

**Flavor:** bland, mild, flavorful, rich, natural, balanced, juicy, robust, lingering, buttery, gamey, intense, explosive, insipid, faint, bland, ordinary, artificial, chemical, fatty, nutty, of corn, of grass, of ammonia, fresh, old, of the freezer, no impact, watery, salty, as expected, not as expected

### Observations Scale

Unfavorable

Exceptionally Favorable

1

2

3

4

5

6

Tasting Categories	Whole bird						White Meat						Dark Meat						Skin					
<b>Appearance</b>	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
<i>Descriptors and comments</i>																								
<b>Aroma</b>	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
<i>Descriptors and comments</i>																								
<b>Texture/Mouth Feel</b>	<b>Not Applicable</b>						1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
<i>Descriptors and comments</i>																								
<b>Flavor</b>							1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
<i>Descriptors and comments</i>																								
<b>Aftertaste</b>	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
<i>Descriptors and comments</i>																								
<b>Overall Impression</b>	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
<i>Descriptors and comments</i>																								

**What are your overall impressions and feelings about the product?**

**What stood out in your experience of this meat product?**