

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

Compiled by The Livestock 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

| <u>Observations Scale</u> | | | | | | |
|----------------------------------|----------|----------|----------|--------------------------------|----------|--|
| Unfavorable | | | | Exceptionally Favorable | | |
| 1 | 2 | 3 | 4 | 5 | 6 | |

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