Figure 1 - Focus group questions to determine consumer perceptions of traditional and functional dairy products

What are some of the things that come to mind when you think about dairy products?

_Probe, types, brands, immediate reactions_

What do you consider to be the main benefits, if any that can be attributable to including dairy products as part of your diet?

What do you consider to be the adverse effects if any that can be attributable to including dairy products as part of your diet?

What are your thought about the current dairy food dietary recommendations to consume 2-3 serves of dairy products a day?

How do you feel about the achievability of this target? _Probe – knowledge of serve sizes_

What are some of the barriers, if any, to consuming dairy products?

What factors, if any, would motivate you to consume dairy products?

What are your thoughts and experiences with regard to functional dairy products? _Explain products and show advertisements for Pura HeartActive milk as an example of a functional dairy food_

What factors, if any, might influence your decision with regard to the consumption of functional dairy products in the future?