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(CERTIFIED TAPE TRANSCRIPT)



MACRO INTERNATIONAL, INC.

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:
: FOCUS GROUP ON :
: METHYL MERCURY :
: (FOOD AND DRUG ADMINISTRATION) :
:
: - - - - - :

TUESDAY,

OCTOBER 17, 2000

8:00 P.M.

Moderator: Lynn Halverson

Denver, Colorado

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MS. HALVERSON: I moderate for all kinds of clients all over the country. The past two days, we've been here in Denver talking with consumers about how to communicate information about health risks to consumers.

That's what we'll be talking about today, generally, and I'll get into more specifics later on. Because of the fact that I'm an independent moderator, I have no vested interest in any particular point of view, so I hope everybody's just open and honest about what they think about what we're talking about.

We don't have to come to any consensus. There are no right or wrong answers. If Steven says something, and Phyllis doesn't have the same view, I want to hear both views and why, so we can have a well rounded discussion here, and understand where people are coming from.

This is part of a larger research project, and I'm moderating groups all over, so what I like to do is concentrate on what you

1 folks have to say while we're here.

2 To do that, I don't want to have to be
3 taking notes the whole time, so I've asked them
4 to tape this, and there's a microphone in the
5 ceiling.

6 What that will require is for every
7 person to speak up just about as loudly as I am
8 now. Also, if you avoid side conversations with
9 your neighbor, that would be very helpful.

10 If that is going on, the tape picks
11 that up as well. It can't discriminate between
12 what I want to hear and what I don't want to
13 hear. A lot of times in a discussion, we'll have
14 two, three people talking at the same time.

15 If that happens, I might have to play a
16 little traffic cop and take you one at a time,
17 because I want to make sure I capture what
18 everybody has to say when it's on the tape.

19 I'm going to be using the tape to be
20 making a transcript of this group, and all it
21 will say is, the 8:00 p.m. group on October 17 in
22 Denver, Colorado.

1 I won't identify anybody by name, so
2 feel free to speak your mind, and no specific
3 names will be on the tape at all. One other
4 thing that I wanted to let you know is that I
5 have some people who are very interested in what
6 you have to say, that are with me here tonight.

7 They're in the room next door, so
8 they'll be listening in to what we are talking
9 about. Right before we're done, I'm going to run
10 back there and see if there's anything that I
11 should have asked you that I have forgotten to
12 ask, or if there's something they would like
13 clarified.

14 Those are our basic ground rules,
15 before we get started. Anybody have any
16 questions about the ground rules? All right, if
17 not, why don't we find out who we have around the
18 table. If you could just give me your first
19 name, and tell me how long you've been in the
20 Denver area.

21 A PARTICIPANT: My name is Bill. I've
22 been in the Denver area since '82. I went to

1 school in Gunnison, so I lived out there for
2 another two years.

3 MS. HALVERSON: Okay. Where were you
4 from originally?

5 A PARTICIPANT: Iowa.

6 MS. HALVERSON: All right.

7 A PARTICIPANT: I'm Susan. I've been
8 in Denver all my life.

9 MS. HALVERSON: All right.

10 A PARTICIPANT: I'm Phyllis. I've been
11 in Denver about 26 years.

12 MS. HALVERSON: Okay. And where did
13 you come from, Phyllis?

14 A PARTICIPANT: Florida.

15 MS. HALVERSON: All right.

16 A PARTICIPANT: I'm Susan. I've been
17 here for about 25 years or so, originally from
18 Pittsburgh.

19 MS. HALVERSON: Okay. Susan, if you
20 could speak up a little more, a little loudly.

21 A PARTICIPANT: I have a bad throat
22 thing, but I'll do my best.

1 MS. HALVERSON: Oh, sorry. Okay. In
2 order to make sure we pick up everybody's voice
3 on the tape. All right.

4 A PARTICIPANT: I'm Michael. I've been
5 in Denver for about 35 years.

6 MS. HALVERSON: Okay. Great.

7 A PARTICIPANT: My name's Steve. I've
8 been here about 29 years.

9 MS. HALVERSON: All right.

10 A PARTICIPANT: I'm Joanna, and I've
11 been here about 15 years.

12 MS. HALVERSON: Okay.

13 A PARTICIPANT: I'm Steven, and I've
14 been here about 36 years.

15 MS. HALVERSON: Okay.

16 A PARTICIPANT: I'm Donna, and I've
17 been here since 1967.

18 MS. HALVERSON: Okay.

19 A PARTICIPANT: But I was born and
20 raised in Colorado.

21 MS. HALVERSON: Okay.

22 A PARTICIPANT: I'm Holly, and I've

1 only been here ten years.

2 MS. HALVERSON: Okay.

3 Well, I'm Lynn, and I've been here for
4 two days, now. What we're going to be talking
5 about today is conveying information about health
6 risks.

7 Before we do that, I want do some
8 introductory questions. First of all, regarding
9 fish or seafood, how many of you eat fish or
10 seafood as a regular part of your diet?

11 Almost everybody. Wow. Okay. About
12 how often do you tend to eat it?

13 A PARTICIPANT: Once a week.

14 A PARTICIPANT: Once a week.

15 MS. HALVERSON: Once a week, maybe?

16 A PARTICIPANT: Once or twice.

17 MS. HALVERSON: Once or twice?

18 A PARTICIPANT: Yeah, once or twice.

19 MS. HALVERSON: Anyone else?

20 A PARTICIPANT: A couple times a month.

21 MS. HALVERSON: Okay.

22 A PARTICIPANT: About three times a

1 month.

2 MS. HALVERSON: Okay.

3 A PARTICIPANT: Just a couple times a
4 month.

5 MS. HALVERSON: Okay. When you eat
6 fish, is it because you like it, or because
7 you've heard it's good for you? What are the
8 major reasons?

9 A PARTICIPANT: I like it.

10 MS. HALVERSON: Okay.

11 A PARTICIPANT: I love it. I'm an avid
12 fisherman, and I just --

13 MS. HALVERSON: So you catch your own?

14 A PARTICIPANT: Yeah. And I buy the
15 saltwater kinds.

16 MS. HALVERSON: Okay. Where do you
17 catch it around here?

18 A PARTICIPANT: Steamboat, mostly.

19 MS. HALVERSON: Okay. What kinds of
20 fish are you catching?

21 A PARTICIPANT: Trout, cochine (sp),
22 salmon.

1 MS. HALVERSON: Okay. Anyone else?

2 A PARTICIPANT: We do a lot of
3 grilling, on the grill, and my husband does
4 salmon, especially.

5 MS. HALVERSON: Um-hmm. Okay.

6 A PARTICIPANT: On the grill. It's
7 really good. Fresh trout is my favorite, but we
8 don't get that too often.

9 MS. HALVERSON: Okay. Anyone else?
10 Steve?

11 A PARTICIPANT: I like it. It's good
12 for you.

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: Sort of a combination
15 of both.

16 MS. HALVERSON: Okay. What have you
17 have heard about fish that's good for you?

18 A PARTICIPANT: The oils.

19 MS. HALVERSON: The oils?

20 A PARTICIPANT: It's supposed to be
21 leaner, not as much fat.

22 MS. HALVERSON: Okay.

1 A PARTICIPANT: Easier to digest.

2 MS. HALVERSON: Easier to digest

3 than --

4 A PARTICIPANT: Then red meat.

5 MS. HALVERSON: All right. Anyone
6 else? How about disadvantages of fish? What
7 would be disadvantages, if any?

8 A PARTICIPANT: I think the freshness,
9 that's a concern, and like what he has said,
10 freshness, that made me think of when I was
11 growing up, because we had it all the time.

12 Now you have to go buy it. We don't go
13 fishing. I'm concerned about the freshness.

14 MS. HALVERSON: Okay. Let's talk a
15 little bit about possible environmental
16 contaminants that could get into the air that we
17 breathe, or the water that we drink, or the foods
18 that we eat.

19 When you think about contaminants, what
20 kinds of things do you think about, either air,
21 water, or food?

22 A PARTICIPANT: Mercury.

1 MS. HALVERSON: Mercury? Why do you
2 say that?

3 A PARTICIPANT: It's been prevalent in
4 papers.

5 MS. HALVERSON: Okay.

6 A PARTICIPANT: It's been talked about.

7 MS. HALVERSON: And lead?

8 A PARTICIPANT: Car pollution.

9 MS. HALVERSON: Okay.

10 A PARTICIPANT: Chemicals, as far as
11 the sprays. Pesticides, and such things as that.

12 MS. HALVERSON: Okay.

13 A PARTICIPANT: Heavy metals and
14 radiation.

15 MS. HALVERSON: Okay.

16 A PARTICIPANT: Carbon monoxide in the
17 air, the brown cloud around Denver.

18 MS. HALVERSON: I noticed that when I
19 was flying in. Yeah.

20 A PARTICIPANT: Pesticides.

21 MS. HALVERSON: Pesticides? Okay.

22 When you think of pesticides as an environmental

1 contaminant, where do you think you, personally,
2 would be most likely to come into contact with a
3 contaminant like that?

4 A PARTICIPANT: Fruits and vegetables.

5 A PARTICIPANT: Fruits and vegetables.

6 A PARTICIPANT: Fruits and vegetables.

7 MS. HALVERSON: All right. How about
8 lead?

9 A PARTICIPANT: Water.

10 MS. HALVERSON: Water? How does lead
11 get into water?

12 A PARTICIPANT: Runoff.

13 MS. HALVERSON: Runoff?

14 A PARTICIPANT: Pipes.

15 MS. HALVERSON: Pipes?

16 A PARTICIPANT: Old pipes.

17 MS. HALVERSON: Okay. How about
18 mercury?

19 A PARTICIPANT: From fish.

20 MS. HALVERSON: From fish? Okay. What
21 kinds of fish would tend to have mercury more
22 than others? Any --

1 A PARTICIPANT: I would say ocean fish
2 more than fresh water.

3 MS. HALVERSON: Why would that be?

4 A PARTICIPANT: Because that's where
5 all the water runs to.

6 MS. HALVERSON: Okay.

7 A PARTICIPANT: Northern New Mexico is
8 pretty bad for it, too. The lakes and rivers.

9 MS. HALVERSON: And why does that
10 occur, do you think?

11 A PARTICIPANT: Probably leaching from
12 the ground, I would imagine, from the soils.

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: Runoff from industry.
15 There's not that much industry down there.

16 MS. HALVERSON: So how does mercury get
17 into fish?

18 A PARTICIPANT: Digest it.

19 A PARTICIPANT: Digest it.

20 MS. HALVERSON: Digested? Holly, you
21 said --

22 A PARTICIPANT: Digest it.

1 MS. HALVERSON: From?

2 A PARTICIPANT: The water.

3 MS. HALVERSON: Okay.

4 A PARTICIPANT: The foods that they
5 eat.

6 MS. HALVERSON: Okay. What kind of
7 information do you, as a consumer, need to
8 protect yourself from these kinds of exposures,
9 like pesticides, and lead, mercury, kind of a
10 cumulative type of thing?

11 A PARTICIPANT: I'd like to see --

12 MS. HALVERSON: Susan, you're --

13 A PARTICIPANT: Repeat that.

14 MS. HALVERSON: All right.

15 A PARTICIPANT: Yeah.

16 MS. HALVERSON: Okay. There are
17 certain kinds of contaminants that you get, like
18 pesticides, you would get a little bit at a time,
19 rather than, let's say, if I had an oil spill
20 into a lake, and that was where we got our
21 drinking water from.

22 That would be a major catastrophe. But

1 pesticides are a little bit at a time. Mercury
2 would be a little bit at a time in fish. Lead,
3 little bit at a time through your water. How do
4 you find out about those kinds of contaminants?
5 Does that make sense?

6 A PARTICIPANT: Yeah.

7 MS. HALVERSON: Do you have an answer?

8 A PARTICIPANT: No.

9 A PARTICIPANT: Usually hear about it
10 through the news.

11 MS. HALVERSON: Okay.

12 A PARTICIPANT: It's released to the
13 news sources.

14 MS. HALVERSON: Even the over-time
15 kinds of things?

16 A PARTICIPANT: Well, yeah, because,
17 I'm assuming scientists do studies. Food
18 industries do studies. Government agencies do
19 studies. And then they release their findings to
20 the public.

21 MS. HALVERSON: Okay.

22 A PARTICIPANT: I don't even know if

1 they need to release it. I think the media picks
2 up on something, and it becomes overblown to the
3 extent that you panic, maybe more than you
4 should.

5 MS. HALVERSON: Okay. Joanne, what --
6 oh, sorry. You had a question?

7 A PARTICIPANT: If you subscribe to a
8 health type magazine --

9 A PARTICIPANT: An environmental
10 magazine.

11 A PARTICIPANT: -- or environmental,
12 right.

13 MS. HALVERSON: Okay. Health or
14 environmental magazines. All right. Joanne,
15 what kind of information would you like about
16 contaminants such as these that you get in
17 smaller amounts?

18 A PARTICIPANT: Well, maybe how long it
19 would be before it would be, build up to where it
20 would be dangerous to a person.

21 MS. HALVERSON: Okay. All right. What
22 we're going to be looking at today is

1 specifically information about mercury. What I'm
2 going to do is show you three different examples
3 of information.

4 We're going to look first of all at an
5 opening paragraph, kind of introducing the
6 subject, and then we're going to look at some
7 information about that, that explains it and
8 provides advice.

9 I have three different formats that I
10 want to show you, and what I'd like you to do is
11 to not look at how the information is laid out on
12 the page, obviously, because it's just in rough
13 form.

14 The type of information and the types
15 of messages that are in the information that I'm
16 going to provide: do they make their points
17 clearly?

18 Can you understand what they're trying
19 to say? Who's the target of this message? Is
20 there enough detail? Is there too much detail?
21 Those are the kinds of things I'd like us to
22 focus on.

1 We're going to start out, first of all,
2 with example number five. Doesn't that sound
3 logical? Out of three examples, we'll start with
4 number five.

5 As you can tell, we've had some other
6 groups that have narrowed these down a little bit
7 on certain things.

8 A PARTICIPANT: I think we need one
9 more down this way.

10 MS. HALVERSON: Need one more? Oh, got
11 it? Okay. I'll read this out loud, in case
12 anyone forgot their glasses.

13 "Fish is an important source of high
14 quality protein, vitamins, and minerals. Certain
15 fish species, however, are known to contain
16 higher levels of mercury than others.

17 "Pregnant women, and women of child
18 bearing age are advised to eat a variety of
19 seafood, and to avoid eating those species that
20 may contain higher levels of mercury.

21 "These species are listed below."

22 Let's stay on page one. Sorry.

1 A PARTICIPANT: I'm looking for the
2 examples.

3 MS. HALVERSON: I know. There are the
4 examples, but let's stay on page one just to
5 begin. So, when you read this opening paragraph,
6 does it do a good job of describing for you the
7 hazard for mercury?

8 A PARTICIPANT: No.

9 A PARTICIPANT: No.

10 A PARTICIPANT: No.

11 MS. HALVERSON: No? Why not? Susan,
12 or Donna?

13 A PARTICIPANT: I'm sorry.

14 MS. HALVERSON: It's quite all right.
15 Donna, go ahead.

16 A PARTICIPANT: It's telling us there's
17 a danger, but it's not really saying how much of
18 a danger.

19 A PARTICIPANT: Or why there's a
20 danger.

21 A PARTICIPANT: Right. And they're
22 just saying pregnant women and women of child

1 bearing age. Why not everybody else?

2 MS. HALVERSON: Okay.

3 A PARTICIPANT: I realize there's more
4 of a danger to them, but --

5 A PARTICIPANT: What kind of fish are
6 they talking about, I guess. Does shark have a
7 lot of mercury, or does dolphin have, or trout?
8 I'm not much of a fisherman.

9 MS. HALVERSON: These species will be
10 listed below.

11 A PARTICIPANT: Well, I don't see that
12 either, so --

13 MS. HALVERSON: Okay. Don't worry.
14 I've got it on page two. Susan, do you want to
15 comment?

16 A PARTICIPANT: Well, I was just
17 noticing, it says, some could contain higher
18 levels of mercury, but it doesn't go into, at
19 all, why that's bad.

20 MS. HALVERSON: Um-hmm.

21 A PARTICIPANT: What if I don't know
22 that mercury is bad, and I'm wondering what it is

1 about mercury that I need to avoid.

2 MS. HALVERSON: Ah, okay.

3 A PARTICIPANT: Why is it bad? What's
4 it going to do?

5 MS. HALVERSON: Is there anything else
6 that's confusing about this introduction?

7 A PARTICIPANT: Does it affect us at
8 all, men?

9 MS. HALVERSON: Okay.

10 A PARTICIPANT: Or is it just --

11 A PARTICIPANT: What about me?

12 A PARTICIPANT: Yeah.

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: Can men eat as much as
15 we want?

16 MS. HALVERSON: All right. Any other
17 confusing things about this paragraph?

18 A PARTICIPANT: To me it's not really
19 cohesive. It says, high quality of protein, and
20 then it drops immediately into the dangers of
21 mercury.

22 MS. HALVERSON: Okay. Let's go on,

1 then. Bill wanted to know what these species
2 listed below are, and here they are.

3 "FDA warns consumers who are pregnant,
4 thinking of becoming pregnant in the next six
5 months, nursing a baby, choose the fish you eat
6 carefully.

7 "Four types of fish contain high levels
8 of methyl mercury residue that can harm
9 developing fetuses and nursing babies. The
10 methyl mercury can accumulate in your body, so it
11 is important to limit the amount you eat.

12 "Be aware of these four fish." And
13 then it has, "Limit what you eat. Mackerel: do
14 not eat. Shark: do not eat. Sword fish: do not
15 eat. Tuna: fresh or frozen, three times a month.
16 Canned, four three-ounce servings a week.

17 "All other types of fish are safe to
18 eat, such as shellfish, halibut, or processed
19 fish, such as fish sticks."

20 Okay. What is the most important point
21 you take from this particular piece of advice?

22 A PARTICIPANT: What not to eat.

1 MS. HALVERSON: Okay.

2 A PARTICIPANT: Definitely do not eat
3 mackerel, shark, or sword fish.

4 A PARTICIPANT: In bold letters, do not
5 eat.

6 MS. HALVERSON: Okay. Does this
7 handout do a good job at explaining who should be
8 worried about mercury?

9 A PARTICIPANT: Yes.

10 A PARTICIPANT: Um-hmm.

11 A PARTICIPANT: Yes.

12 MS. HALVERSON: Okay, and who do they
13 say should be worried about it?

14 A PARTICIPANT: Pregnant women.

15 A PARTICIPANT: Or people thinking
16 about becoming pregnant.

17 A PARTICIPANT: Or nursing moms.

18 MS. HALVERSON: All right. Now, Steve
19 asked a question earlier: "What about the rest of
20 us, like men?"

21 A PARTICIPANT: Well, what about women?

22 A PARTICIPANT: It still doesn't answer

1 that, because it says it accumulates in your
2 body, so I'd assume I don't want all that
3 accumulating in my body.

4 MS. HALVERSON: Okay.

5 A PARTICIPANT: Why is it harmful to
6 babies, and not harmful to adults?

7 MS. HALVERSON: Okay.

8 A PARTICIPANT: Or other children.

9 A PARTICIPANT: Right.

10 MS. HALVERSON: Okay, so it isn't
11 answering that question for you?

12 A PARTICIPANT: Right.

13 A PARTICIPANT: No.

14 MS. HALVERSON: All right. So, let's
15 say you read this sheet of information that had
16 the introductory paragraph and this. Steve, what
17 kind of response would you have then? Would it
18 affect the way you would look at eating fish?

19 A PARTICIPANT: I don't know, I really
20 like shark and sword fish already, so now I'm
21 wondering, would it be better not to eat it?
22 This still sort of one answer. Would you be

1 healthier if you don't eat it?

2 MS. HALVERSON: Michael?

3 A PARTICIPANT: This is telling me that
4 I'm going to go home and boot up the computer
5 when we get out of here.

6 MS. HALVERSON: Okay. All right.

7 A PARTICIPANT: It wouldn't bother me
8 in the slightest, because it looks like it's
9 talking more to women than men.

10 MS. HALVERSON: Okay. Donna, you're a
11 woman.

12 A PARTICIPANT: I was going to say, I
13 don't understand -- okay, I understand when
14 you're pregnant or thinking of becoming pregnant,
15 or nursing, you do have to be more careful about
16 certain things, but if this can happen to babies,
17 then there's got to be a danger to just the
18 average person, I would think.

19 A PARTICIPANT: For every person.

20 A PARTICIPANT: Why does it just build
21 up in their body and nobody else's?

22 MS. HALVERSON: Okay. Susan, did

1 you --

2 A PARTICIPANT: That's exactly my
3 thought. I wouldn't touch it either. Just
4 because the warning goes out to pregnant,
5 nursing, and babies, I think that's a warning to
6 everyone, to me. That's how I take things like
7 that. I think I'll just avoid it.

8 A PARTICIPANT: My question would be,
9 how does it harm developing fetuses and nursing
10 babies? In what way are they harmed by this?

11 A PARTICIPANT: I would want to know
12 that.

13 MS. HALVERSON: Any other questions it
14 raises for you?

15 A PARTICIPANT: I eat a lot of tuna. I
16 know it says nursing babies, but I agree, if it's
17 affecting them, it might be affecting me, and I
18 just don't know it, because I have other allergy
19 reactions to fish anyway, so I kind of watch
20 that.

21 MS. HALVERSON: Ah, okay.

22 A PARTICIPANT: But I know when I eat

1 fish, I usually have to suffer the consequences.

2 MS. HALVERSON: Okay. How about that
3 tuna issues? Canned tuna. Pregnant women or
4 those nursing babies could eat four three-ounce
5 servings a week. What does that say to you?

6 A PARTICIPANT: It's processed.

7 A PARTICIPANT: Yeah, they're getting
8 processed.

9 A PARTICIPANT: Why is the fresh worse?
10 What do they do to it?

11 MS. HALVERSON: Okay.

12 A PARTICIPANT: That the canned is
13 okay?

14 MS. HALVERSON: Would that affect how
15 much tuna you would eat at all, the fact that
16 they're putting that on there?

17 A PARTICIPANT: Probably not.

18 MS. HALVERSON: Okay.

19 A PARTICIPANT: I'm sorry, but yeah, I
20 mean, we don't eat fresh or frozen tuna that
21 often, but canned tuna, we do quite a bit.

22 A PARTICIPANT: So it's got to be the

1 way they process it, to eliminate the mercury, to
2 make it less.

3 MS. HALVERSON: How are the risky kinds
4 of fish specified on this particular chart?

5 A PARTICIPANT: Don't eat.

6 MS. HALVERSON: Okay. How would you
7 classify tuna? As a risky fish, or not a risky
8 fish?

9 A PARTICIPANT: It goes from very risky
10 down to not so risky.

11 A PARTICIPANT: Not so bad.

12 A PARTICIPANT: And why is it just
13 these fish? What about the others?

14 A PARTICIPANT: You know, they are
15 where they're at.

16 MS. HALVERSON: Okay.

17 A PARTICIPANT: I would want to know,
18 why aren't they affected.

19 MS. HALVERSON: Okay, let's imagine
20 that we're all pregnant women around here, and we
21 get this information from our doctors. So, we're
22 trying to decide what to eat. How would you

1 interpret this information if you were a pregnant
2 woman?

3 A PARTICIPANT: I wouldn't eat it.

4 A PARTICIPANT: I wouldn't eat it.

5 MS. HALVERSON: How about the tuna
6 fish?

7 A PARTICIPANT: Wouldn't eat it.

8 MS. HALVERSON: Why not?

9 A PARTICIPANT: Might eat the canned.

10 A PARTICIPANT: Little bit.

11 A PARTICIPANT: Don't take any chances.

12 A PARTICIPANT: There's too much other
13 stuff to eat for nine months. I'd survive
14 without my canned tuna for nine months.

15 A PARTICIPANT: Yeah.

16 MS. HALVERSON: Okay. Holly?

17 A PARTICIPANT: I agree. I wouldn't
18 eat any of it.

19 MS. HALVERSON: Okay. How about the
20 stuff on the bottom, where it says, "All other
21 types of fish are safe to eat, such as shellfish,
22 halibut, or processed fish such as fish sticks."

1 A PARTICIPANT: It's a good excuse to
2 eat shrimp.

3 MS. HALVERSON: Okay, so you are saying
4 you wouldn't eat any of these that are listed up
5 here --

6 A PARTICIPANT: Huh-uh.

7 MS. HALVERSON: -- but you would eat
8 the other kinds of fish, or shellfish.

9 A PARTICIPANT: I would question it,
10 because halibut --

11 A PARTICIPANT: There's no number on
12 these things. To me, it's either an all or none
13 type thing.

14 A PARTICIPANT: Maybe if it was in a
15 chart form, where all the different types of
16 seafood were listed, and what the risks were.

17 A PARTICIPANT: Personally --

18 A PARTICIPANT: But even then, if was
19 pregnant, I would probably eat seafood in
20 definite moderation.

21 A PARTICIPANT: Um-hmm.

22 A PARTICIPANT: Just try to avoid it in

1 general, I guess.

2 MS. HALVERSON: Okay. Joanna?

3 A PARTICIPANT: Yeah, I would avoid it
4 for the nine months.

5 MS. HALVERSON: All seafood, or just
6 the ones listed?

7 A PARTICIPANT: Definitely the ones
8 listed.

9 MS. HALVERSON: Okay. Does that
10 include tuna fish, or not, for you?

11 A PARTICIPANT: Yes, that would include
12 tuna fish, and that's normally what I eat, mostly
13 canned tuna.

14 MS. HALVERSON: Okay. And why would
15 you cut that out?

16 A PARTICIPANT: Because, like what she
17 said. For nine months, I can go without anything
18 that doesn't seem healthy.

19 MS. HALVERSON: Okay. All right.
20 Let's set this one aside, and I have another one
21 that I'm going to be sending out. For our second
22 example, I have "Example Three," to keep up with

1 our numbering scheme, here.

2 This one says, "A recent report from
3 the National Academy of Sciences looked at the
4 evidence that mercury can cause learning problems
5 in children exposed to high levels of mercury in
6 the mother's diet during pregnancy.

7 "Since fish are the main source of
8 dietary exposure to mercury, the EPA and FDA are
9 providing guidelines about the kinds and amount
10 of fish that pregnant and nursing mothers, and
11 women of child bearing age, can safely eat
12 without exposing their children to any
13 significant risk of harm.

14 Okay. When you read that introductory
15 paragraph, and let's just try and forget the
16 other one for a little bit here, does this do a
17 good job of describing the hazard of mercury to
18 you?

19 A PARTICIPANT: Yes.

20 A PARTICIPANT: Yes.

21 MS. HALVERSON: Okay, what is it about
22 this one that does? Holly?

1 A PARTICIPANT: Well, it says that it
2 can cause learning problems, and that's what my
3 question was on the first one. How is it
4 harmful, and what are the results of that?

5 MS. HALVERSON: Okay.

6 A PARTICIPANT: And I think it's, since
7 the report came from the National Academy of
8 Sciences, to me, that sounds like something I
9 would believe or listen to, more than this. This
10 doesn't say where they got this from.

11 MS. HALVERSON: Okay.

12 A PARTICIPANT: Whereas this would make
13 me tend to believe it more.

14 A PARTICIPANT: Awfully wordy though.

15 A PARTICIPANT: But they explain it
16 well. They say where the mercury comes from in
17 larger quantities, they say what the problems
18 are, and it explains who should be careful.

19 MS. HALVERSON: Okay. Would this kind
20 of introduction help you understand who should
21 pay attention to the advice that's going to be
22 given, and why?

1 A PARTICIPANT: More, yes.

2 A PARTICIPANT: Yes.

3 MS. HALVERSON: Okay, and why would
4 that be?

5 A PARTICIPANT: Because it talks about
6 the learning problems in children that is the
7 result of the mother's diet during pregnancy.

8 MS. HALVERSON: Okay. Is there
9 anything about this particular introduction that
10 is confusing to you?

11 A PARTICIPANT: No.

12 A PARTICIPANT: Uh-uh.

13 A PARTICIPANT: No.

14 MS. HALVERSON: Nothing? Joanna?

15 A PARTICIPANT: Yeah, the first
16 sentence, the wording on it is very different.
17 "A report looked at the evidence that mercury can
18 cause learning problems in children exposed to
19 high levels of mercury in the mother's diet
20 during pregnancy."

21 Those are huge, to keep track of that
22 all the way through, for the average person.

1 MS. HALVERSON: Okay.

2 A PARTICIPANT: That would be a lot.

3 A PARTICIPANT: If you ate too much
4 mercury, you couldn't follow that.

5 MS. HALVERSON: Mike, did you have a
6 comment?

7 A PARTICIPANT: No. I agree with what
8 people are saying.

9 MS. HALVERSON: Okay.

10 A PARTICIPANT: I do like the fact that
11 it says fish are the main source of dietary
12 exposure to mercury.

13 MS. HALVERSON: Okay. So that
14 clarifies something that wasn't clarified in the
15 earlier one.

16 A PARTICIPANT: But it still raises the
17 question, does it affect, at all, learning
18 abilities in adults? Does it have zero?

19 MS. HALVERSON: Okay.

20 A PARTICIPANT: That's what I would
21 still be wondering.

22 A PARTICIPANT: Okay.

1 A PARTICIPANT: That would be my
2 question too. What happens while you're pregnant
3 could affect the kid, but what happens if you're
4 six years old and eat a lot of fish. That could
5 cause, possibly, learning problems, for adults
6 too.

7 A PARTICIPANT: Right.

8 MS. HALVERSON: Okay. Let's go ahead
9 and turn to the second page, here. "What kind of
10 fish should I eat?

11 "Women who are, or may become pregnant
12 within six months, and nursing mothers, should
13 consume types of fish known to have low levels of
14 mercury (see Table 1) and should avoid fish known
15 to have high mercury levels (see Table 2).

16 "The fish in Table 1 can generally be
17 eaten a total of two to three times per week
18 without concern for adverse effects from mercury,
19 with each meal size being six ounces of cooked
20 fish, or eight ounces of uncooked fish.

21 "Breaded fish sticks, fish sandwiches,
22 and imitation crab meat are generally made from

1 these fish, and so usually have low levels of
2 mercury."

3 And then, "Table 1: Fish and Seafood
4 that are generally low in mercury. May be
5 consumed a total of two to three times per week,
6 by pregnant and nursing women."

7 It has three columns of all kinds of
8 fish.

9 "What fish should I avoid? The fish in
10 Table 2 are known to have high levels of mercury,
11 and should be avoided by women who are, or may
12 become pregnant within the next six months, and
13 nursing mothers.

14 "Table 2: Fish and seafood that are
15 generally high in mercury. Should be avoided by
16 pregnant and nursing women. King mackerel,
17 shark, sword fish, tile (sp) fish (or ocean white
18 fish).

19 "What about tuna? For canned tuna,
20 which is the most frequently consumed purchased
21 fish, a total of two to three, three-ounce cans
22 may be consumed per week.

1 "What about fish not on the lists? For
2 all other fish and seafood not mentioned,
3 consumption should be limited to one meal per
4 week, six ounces cooked, eight ounces uncooked,
5 by women who are, or may become pregnant within
6 six months, and nursing mothers.

7 "This applies to fish bought in a store
8 or restaurant, and to all fresh water fish caught
9 by you or your family in local waters."

10 Okay. When you read that advice, what
11 is the most important point taken from this
12 particular piece of advice?

13 A PARTICIPANT: It's definitely saying
14 pregnant women shouldn't, or even if you think
15 you might become pregnant, which tends to make me
16 think it's going to stay in your body for awhile.

17 A PARTICIPANT: Um-hmm.

18 A PARTICIPANT: Right.

19 A PARTICIPANT: But why just women?

20 MS. HALVERSON: Okay.

21 A PARTICIPANT: Yeah, it gives you a
22 good list of fish to choose from, you know,

1 should you want to consume them, and you're
2 pregnant.

3 MS. HALVERSON: Okay.

4 A PARTICIPANT: But it's also saying
5 all seafood has some sort of mercury in it.

6 A PARTICIPANT: Yeah, yeah.

7 A PARTICIPANT: That you should limit
8 the amount that you eat.

9 A PARTICIPANT: Just don't worry about
10 the four. All fish have some mercury available
11 to it.

12 MS. HALVERSON: Okay.

13 A PARTICIPANT: I think it's hard to
14 read and understand, but I do think it's written
15 more in a medical, you'd find this more in a
16 medical journal as opposed to giving it to a
17 consumer.

18 MS. HALVERSON: Okay. Does this
19 handout do a good job at explaining who should be
20 worried about mercury?

21 A PARTICIPANT: Yes.

22 A PARTICIPANT: Absolutely.

1 MS. HALVERSON: Okay.

2 A PARTICIPANT: Assuming those are the
3 only categories at risk.

4 MS. HALVERSON: Okay. Assuming that.

5 A PARTICIPANT: Yes.

6 MS. HALVERSON: It sounds like there's
7 still question around the table about that.

8 A PARTICIPANT: Um-hmm.

9 MS. HALVERSON: What is distinctive
10 about this approach compared to the last one?

11 A PARTICIPANT: Well, it tells you a
12 list of what is okay to eat, and not just what
13 you shouldn't eat.

14 MS. HALVERSON: Okay.

15 A PARTICIPANT: For me, listing this
16 many is a little more believable than just
17 listing a few species.

18 MS. HALVERSON: Okay.

19 A PARTICIPANT: Plus, I like that it
20 lists, it says something about the foods not on
21 the list, in case there's something you're
22 thinking about eating, and it's not on there.

1 MS. HALVERSON: Okay.

2 A PARTICIPANT: It gives you the
3 guidelines for that.

4 MS. HALVERSON: Michael, you want to
5 comment?

6 A PARTICIPANT: Yeah. This explains
7 why instead of saying just don't do it.

8 MS. HALVERSON: Okay.

9 A PARTICIPANT: So it's a little more
10 informative.

11 A PARTICIPANT: It's more comforting.

12 A PARTICIPANT: It gives information
13 though, that's not, for canned tuna, which is the
14 most frequently consumed purchased fish -- I
15 mean, it's so wordy.

16 It uses too many words if you were
17 going to be, like we said, giving it to a
18 consumer group. Some information doesn't need to
19 be -- I don't know. It's very wordy to me.

20 A PARTICIPANT: I'm kind of confused to
21 me. It says white fish up there, and mackerel,
22 Atlantic; then another paragraph says king

1 mackerel, tile fish is ocean white fish. What's
2 the difference? I guess I wouldn't know.

3 A PARTICIPANT: White fish is white
4 fish.

5 A PARTICIPANT: Ocean white fish
6 compared to white fish. What's the difference?

7 A PARTICIPANT: I wouldn't know.

8 MS. HALVERSON: Okay.

9 A PARTICIPANT: That kind of gets me,
10 because I don't fish that well myself.

11 MS. HALVERSON: So how does this
12 particular sheet, then, indicate to you which
13 fish are the risky fish?

14 A PARTICIPANT: Must be sole, because
15 it's on there twice.

16 A PARTICIPANT: Sure it.

17 A PARTICIPANT: Any kind of sole.

18 MS. HALVERSON: Okay. How do you tell
19 which ones are the risky fish on this.

20 A PARTICIPANT: By looking at Table 2.

21 A PARTICIPANT: By Table 2, yeah.

22 MS. HALVERSON: Okay. How would you

1 categorize Table 1, then?

2 A PARTICIPANT: It's the hallelujah
3 table.

4 A PARTICIPANT: I'd say those are the
5 most common fish that are eaten from the sea.

6 A PARTICIPANT: You know, if you really
7 liked fish, you'd probably still go to Table 1
8 for something that you could eat. If you didn't
9 care that much, you'd probably just dismiss all
10 of them, and just figure, forget it, I'm not
11 going to go find the name, because I don't go for
12 fish that much anyway.

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: Just not eat it.

15 A PARTICIPANT: But you're not
16 pregnant, either.

17 A PARTICIPANT: Well, that's true. If
18 I were, I'd have other things to worry about.

19 MS. HALVERSON: Okay. How about our
20 Table 2, we decided are the ones that are the
21 riskiest fish, and Table 1, Mike called the
22 hallelujah table, so how would the rest of you

1 categorize Table 1?

2 A PARTICIPANT: It would be a safer
3 selection.

4 MS. HALVERSON: Safer? Okay.

5 A PARTICIPANT: Lower risk.

6 MS. HALVERSON: Lower risk. All right.

7 How about tuna? Where would you put that in
8 terms of safer or riskier?

9 A PARTICIPANT: They're saying you
10 can't eat it but two to three times a week,
11 certain amounts, so I would put it in Table 1.

12 A PARTICIPANT: But they didn't --

13 A PARTICIPANT: Which I don't
14 understand, why it's not in Table 1.

15 A PARTICIPANT: Yeah.

16 A PARTICIPANT: Well, they didn't put
17 in Table 2 that it is a risk. Or is that
18 considered ocean white fish?

19 (Simultaneous discussion.)

20 A PARTICIPANT: In Table 1 you can eat
21 six ounces of cooked fish or eight ounces of
22 uncooked fish. But tuna, you can only eat three

1 ounces at a time. So you can only eat half as
2 much.

3 A PARTICIPANT: But I just wonder why
4 it's separated.

5 A PARTICIPANT: Yeah.

6 A PARTICIPANT: Why it asks the
7 question about tuna.

8 A PARTICIPANT: Why isn't it just on
9 the list with the other foods?

10 A PARTICIPANT: Maybe that's because
11 it's most frequently consumed.

12 A PARTICIPANT: Yeah.

13 A PARTICIPANT: It probably is, and
14 because it's been pulled out, it draws my
15 attention more to it as to, oh, there's something
16 more about tuna than these other fish.

17 A PARTICIPANT: If I was presenting
18 this, I think I would put the most toxic ones
19 first, then the more acceptable ones, and then
20 put tuna.

21 MS. HALVERSON: Okay. Where would you
22 put that last category, then, about fish now on

1 the lists?

2 A PARTICIPANT: I'd put it at the
3 bottom.

4 A PARTICIPANT: At the bottom.

5 A PARTICIPANT: At the bottom. Yeah.

6 MS. HALVERSON: Okay. At the bottom.

7 Are you saying that they are less toxic than --
8 what are you saying about them?

9 A PARTICIPANT: Just saying --

10 A PARTICIPANT: They're safe.

11 A PARTICIPANT: -- if you can't find it
12 above, then this is what it was.

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: Yeah, I'd say if
15 they're not on the Table 2, then probably they're
16 going to be okay. I hope.

17 A PARTICIPANT: But if you're in the
18 fish industry, or whatever, you're going to want
19 to put the fish that people can eat first.

20 A PARTICIPANT: Because you wouldn't
21 want to scare them.

22 A PARTICIPANT: Well, so, look at all

1 the choices you have. These are only four fish
2 you can't eat. We have two dozen fish that you
3 can eat. A more positive spin.

4 MS. HALVERSON: Okay. How about this
5 "fish not on the list" though? It says, "For all
6 fish and seafood not mentioned, consumption
7 should be limited to one meal per week by women
8 who are or may become pregnant" as opposed to the
9 two to three times per week in Table 1. Why do
10 you think they're saying that?

11 A PARTICIPANT: That would say to me
12 that anything that's not on the top list is
13 slightly higher in mercury.

14 MS. HALVERSON: Okay.

15 A PARTICIPANT: But not as high as
16 Table 2.

17 A PARTICIPANT: Fish are still of a
18 concern, but just be careful of what you are
19 eating.

20 A PARTICIPANT: Yeah. Use moderation.

21 A PARTICIPANT: I think it's kind of
22 misleading when you look at it closely.

1 A PARTICIPANT: Yeah.

2 A PARTICIPANT: Because they suggest
3 these only once a week, but Table 1, you can go
4 two to three times a week.

5 A PARTICIPANT: Right.

6 A PARTICIPANT: So I've been not
7 reading real closely and thinking these other are
8 a lesser risk than the first table.

9 MS. HALVERSON: Than Table 1? Ah.

10 A PARTICIPANT: But that's not what it
11 says, when you really read it.

12 A PARTICIPANT: No, it's not.

13 MS. HALVERSON: Okay. It says, "This
14 applies to fish bought in a store or restaurant
15 and to all fresh water fish caught by you or your
16 family in local waters."

17 How much mercury, then, how do you
18 decide --

19 A PARTICIPANT: They can't make that
20 statement about your local water.

21 A PARTICIPANT: How much mercury there
22 is --

1 MS. HALVERSON: Okay.

2 A PARTICIPANT: They don't have a clue.

3 A PARTICIPANT: I'm curious why you can
4 eat more if it's uncooked than if it's cooked.
5 You'd think if you would cook it, it would be a
6 little safer.

7 A PARTICIPANT: Huh.

8 A PARTICIPANT: But it does say that
9 you can only do six ounces cooked, eight ounces
10 uncooked.

11 A PARTICIPANT: Um-hmm.

12 A PARTICIPANT: I think they mean by
13 weight.

14 A PARTICIPANT: Weight.

15 A PARTICIPANT: Oh, after you cook it.

16 MS. HALVERSON: Okay, let's put Michael
17 on the spot. He's our fisherman in the group.
18 You're out catching -- what are you going to
19 catch for us?

20 A PARTICIPANT: Oh, I don't know,
21 probably just go for trout today.

22 MS. HALVERSON: Go for trout. Okay.

1 A PARTICIPANT: Yeah.

2 MS. HALVERSON: Okay. So we're going
3 to have a trout dinner that Michael caught for
4 us. Then there's a plate of herring. My
5 relatives are from Norway, so we have herring
6 over here. That's on Table 1.

7 How do we decide which has more
8 mercury? A commercially caught herring, or
9 Mike's fresh caught fish?

10 A PARTICIPANT: Going by this?

11 MS. HALVERSON: Um-hmm.

12 A PARTICIPANT: It would be my fresh
13 caught fish that would have the more mercury.

14 A PARTICIPANT: Right.

15 MS. HALVERSON: Okay. And what's your
16 gut feeling?

17 A PARTICIPANT: I'd eat it anyway.

18 MS. HALVERSON: But in terms of
19 mercury. Do you feel like the fish that you
20 catch is going to have more, or less, mercury per
21 portion?

22 A PARTICIPANT: I don't how it would.

1 A PARTICIPANT: It would depend on the
2 area that you're from, I would think, too, the
3 locale.

4 A PARTICIPANT: Without the list, I
5 don't know, I'd tend to go for the fresh caught
6 trout, just because, especially if you're in
7 Colorado, you think there's going to be less of
8 that than something they're catching off the East
9 coast, you know.

10 MS. HALVERSON: Hey, watch that East
11 coast stuff.

12 MS. HALVERSON: All right. So your gut
13 feeling would be that trout caught in your
14 beautiful streams here in Colorado would be safe?

15 A PARTICIPANT: Sure, if you want to
16 look at some type of woods.

17 MS. HALVERSON: Okay, and how about you
18 go to the store and you buy commercially caught
19 fish, versus the fresh caught trout, in general?

20 A PARTICIPANT: I think I would feel
21 safer about the fresh caught.

22 MS. HALVERSON: Because?

1 A PARTICIPANT: Well, for one thing, it
2 definitely tastes better. The fresher it is, the
3 better it tastes. So I'm assuming from that,
4 it's better, but I guess not necessarily so.

5 MS. HALVERSON: Okay. Now I live in
6 Maryland. If I catch fish out there, would you
7 feel safer with my fresh caught fish in Maryland,
8 or commercial fish you could buy in my store?

9 A PARTICIPANT: I've seen the water in
10 Maryland.

11 A PARTICIPANT: When I was stationed
12 there, I fished there all the time.

13 MS. HALVERSON: Really? Okay.

14 A PARTICIPANT: I love to fish.

15 A PARTICIPANT: I'd eat some crab if I
16 was out there.

17 MS. HALVERSON: Okay.

18 A PARTICIPANT: If it's farm raised
19 fish, it's going to be more what the fish is
20 consumed, so my tendency would be, yeah, if I
21 caught the fish and knew where it came from,
22 yeah, I'd want the fresh fish. But otherwise,

1 it's still probably coming from some sort of a
2 factory raised something or another.

3 MS. HALVERSON: Okay. All right.

4 Let's see. So, again, we're going to be our
5 pregnant women looking at this list, and we have
6 to decide what we're going to eat, what we're not
7 going to eat. Bill, during your pregnancy, what
8 are you going to eat?

9 A PARTICIPANT: Shrimp.

10 MS. HALVERSON: Shrimp? Okay. Steve?

11 A PARTICIPANT: Oh, anything off of
12 Table 1.

13 MS. HALVERSON: Okay. Susan? What are
14 you going to eat?

15 A PARTICIPANT: You know, I would still
16 be cautious. When I was pregnant I was that way.
17 I just stayed away from any possible problems.
18 So I would probably treat myself to lobster once
19 while I was pregnant if I was really dying for
20 seafood.

21 MS. HALVERSON: Okay.

22 A PARTICIPANT: Otherwise, I'd avoid

1 it.

2 MS. HALVERSON: Phyllis, how about you?

3 A PARTICIPANT: I'd probably just stick
4 to canned tuna.

5 MS. HALVERSON: All right. Susan?

6 A PARTICIPANT: If I'm looking at this,
7 I may just, because it says you can consume it
8 two or three times a week, I'd probably would
9 maybe once a month from Table 1.

10 MS. HALVERSON: Okay. Now, I'm sensing
11 something here. Our pregnant men --

12 MS. HALVERSON: -- are saying, this is
13 what I seem to be hearing. You guys seem to be
14 saying, okay, look at this. The chart says I can
15 eat this, I'll eat that.

16 The pregnant women, I'm hearing saying,
17 I'm probably going to interpret it more
18 cautiously than they tell me. Is that correct?

19 A PARTICIPANT: Yeah, I feel that way.
20 I don't know, if you just eat it a few times,
21 it's what it says there. I don't know what kind
22 of effects it's going to have, really, on a guy.

1 A PARTICIPANT: I figure meat's bad for
2 you too, and if you overdo it, there's something
3 wrong with it and it's not good for you, so as
4 long as you stay within the limits, and I like
5 fish a lot, so --

6 A PARTICIPANT: I think also women are
7 bombarded when they're pregnant or thinking about
8 being pregnant, about all of the terrible things
9 that can happen to the fetus. Men probably don't
10 get bombarded that much.

11 MS. HALVERSON: Okay. Donna?

12 A PARTICIPANT: You know, I think I
13 still would eat the fish in moderation, you know.
14 I wouldn't, after seeing this, definitely not eat
15 any of the ones on Table 2, but the others, I
16 would, but just not go overboard, just like you
17 wouldn't anything else.

18 MS. HALVERSON: Okay. Now let me ask
19 you. When you look at Table 1 and it lists out
20 something like 24 different kinds of fish, and it
21 says, "generally low in mercury, may be consumed
22 two to three times per week;" and you look at

1 Table 1 and it doesn't list all those out, are
2 you more, or less, likely to eat something that's
3 listed specifically, or that just says, if it's
4 in this category it's probably okay?

5 A PARTICIPANT: I like the specifics.

6 MS. HALVERSON: You like having it
7 listed out specifically?

8 A PARTICIPANT: So I can look at it,
9 and say, yes, it's listed there, it's probably
10 okay.

11 MS. HALVERSON: Holly, I'm taking you
12 out to dinner, and they have your favorite on the
13 menu. It's mahi-mahi. It's not listed on Table
14 1, and you're pregnant.

15 A PARTICIPANT: Um-hmm.

16 MS. HALVERSON: How would you interpret
17 that?

18 A PARTICIPANT: I probably wouldn't get
19 it.

20 MS. HALVERSON: Okay, so --

21 A PARTICIPANT: Just because of the
22 uncertainty. When I was pregnant, I was just

1 very careful about everything like that. So if
2 it wasn't listed on the okay list --

3 MS. HALVERSON: How about the rest of
4 you? Let's deal with real women here, rather
5 than our pregnant men, for a minute, here. Okay,
6 so the pregnant women are here.

7 If it's not listed specifically on
8 Table 1, but it's a fish that -- what about fish
9 not on the list? It's definitely not on Table 2.
10 Mahi-mahi is not on Table 2. What do you say?
11 Phyllis?

12 A PARTICIPANT: No.

13 MS. HALVERSON: It's our special of the
14 day.

15 A PARTICIPANT: I know, but, you know?
16 I know, because if it's not on here, then it's
17 probably worse than what is on here.

18 MS. HALVERSON: So if it's not listed
19 on there, you're not taking the chance?

20 A PARTICIPANT: No.

21 MS. HALVERSON: Okay. Back to our
22 pregnant men. Would you guys, how would you do

1 that?

2 A PARTICIPANT: I'd eat it.

3 MS. HALVERSON: You'd eat it?

4 A PARTICIPANT: Then again, I'm not
5 (indiscernible).

6 A PARTICIPANT: That's why men don't
7 get pregnant.

8 A PARTICIPANT: Yeah.

9 A PARTICIPANT: It says it's okay for
10 one meal a week. I'd probably eat it.

11 MS. HALVERSON: Okay.

12 A PARTICIPANT: But if you usually only
13 eat fish maybe twice a week anyway, you know,
14 this is one out of the two times you're going to
15 eat fish anyway.

16 A PARTICIPANT: Or even once a week.

17 MS. HALVERSON: He does sound like a
18 man, doesn't he, that logic for pregnancy? Okay.
19 Our third example is "Example Four," which I'm
20 going to pass out here.

21 I've never had four pregnant men in a
22 group before.

1 MS. HALVERSON: Okay. "Example Four"
2 says, "Seafood is an important and growing part
3 of the American diet. Seafood provides
4 significant nutritional benefits to consumers.

5 "Some seafood, particularly large ocean
6 fish and fresh water fish caught in contaminated
7 waters, may contain levels of mercury that pose a
8 risk to babies of pregnant and nursing mothers.

9 "The FDA and EPA advise women who are
10 pregnant, or may become pregnant within six
11 months, or are nursing mothers, to follow the
12 safe eating guidelines outlined below.

13 "This advice should not be taken as a
14 need to abstain from consuming seafood except as
15 indicated."

16 A PARTICIPANT: That's really wordy.

17 MS. HALVERSON: Wordy? Okay.

18 A PARTICIPANT: That sounds like they
19 flip flopped a little. I mean, they're, I don't
20 like the wording in that.

21 MS. HALVERSON: What do you mean flip
22 flopped, Steven?

1 A PARTICIPANT: It's, they're saying
2 they realize seafood is a good part of the diet,
3 and then they jump into, yeah, we know that it's
4 a problem for nursing mothers, and then they drop
5 back, saying, oh, but by the way, we don't want
6 you to abstain from the seafood industry, because
7 they'll get pissed off at us.

8 A PARTICIPANT: When I read this, it
9 just makes me laugh --

10 A PARTICIPANT: Yeah, yeah.

11 A PARTICIPANT: -- and say, this is put
12 out by the seafood industry --

13 A PARTICIPANT: Yeah, right.

14 A PARTICIPANT: -- they want to sell
15 fish --

16 A PARTICIPANT: Right.

17 A PARTICIPANT: -- regardless of what
18 it may do.

19 MS. HALVERSON: Okay. Joanna, did you?

20 A PARTICIPANT: Yeah, it's the same
21 reason.

22 MS. HALVERSON: Okay.

1 A PARTICIPANT: In this one, they don't
2 say what the risk is. In the other one, it said
3 what it causes, learning disabilities and things
4 like that, but this one doesn't say. It seems
5 like they're trying to dance around it.

6 A PARTICIPANT: Yeah.

7 A PARTICIPANT: Right. "It may contain
8 "

9 A PARTICIPANT: Right.

10 MS. HALVERSON: Okay.

11 A PARTICIPANT: "But it's an important
12 growing part of the American diet."

13 A PARTICIPANT: Right.

14 MS. HALVERSON: Okay. Is there any
15 important information that you think is missing
16 from this introduction?

17 A PARTICIPANT: Yeah.

18 MS. HALVERSON: What?

19 A PARTICIPANT: Exactly what the risks
20 are.

21 MS. HALVERSON: Okay.

22 A PARTICIPANT: Is a big one.

1 MS. HALVERSON: Will this kind of
2 introduction help you understand who should be
3 paying attention to the advice?

4 A PARTICIPANT: Yeah.

5 MS. HALVERSON: In what way?

6 A PARTICIPANT: In the one wordy
7 sentence there.

8 MS. HALVERSON: Okay.

9 A PARTICIPANT: That was late in the --

10 A PARTICIPANT: I was going to say.

11 MS. HALVERSON: Women who are pregnant
12 or may become pregnant within six months, or are
13 nursing mothers?

14 A PARTICIPANT: Yeah, I like the, you
15 may affect your kid by eating seafood, but don't
16 take that as a need to abstain.

17 A PARTICIPANT: That's in the middle of
18 the paragraph. In a paragraph, the first
19 sentence and the last sentence are the important
20 reading things.

21 MS. HALVERSON: Okay.

22 A PARTICIPANT: Maybe that's all one

1 sentence. I didn't look at it that closely.

2 A PARTICIPANT: It kind of is. If your
3 first and last would be the most important, it's
4 "Seafood is an important and growing part of the
5 American diet," and then, "This advice should not
6 be taken as a need to abstain."

7 A PARTICIPANT: Right, right.

8 MS. HALVERSON: Okay. Let's look at
9 the "As indicated" sidelines on the next page.

10 "Fish safe eating guidelines: fresh
11 water farm raised catfish or trout: there's no
12 mercury concern for these species. Ocean fish:
13 sword fish, shark, king mackerel, and tile fish:
14 no meals for women who are pregnant, women who
15 may become pregnant in the next six months, and
16 nursing mothers.

17 "American favorites: canned tuna:
18 three- ounce serving. Up to four three-ounce
19 servings per week for women who are pregnant,
20 women who may become pregnant in the next six
21 months, and nursing mothers. No limits for
22 others as part of a balanced diet.

1 "There are no limits for anyone as part
2 of a balanced diet for the following top species,
3 which make up the majority of the seafood market:
4 canned salmon, shrimp, salmon, pollock, catfish,
5 cod, clams, flounder, scallops and fish sticks.

6 "No one should eat lobster tamale."

7 A PARTICIPANT: What's lobster tamale?

8 A PARTICIPANT: I like this one best.

9 MS. HALVERSON: You like this one best
10 so far?

11 A PARTICIPANT: This is like the other
12 front page.

13 (Simultaneous discussion.)

14 A PARTICIPANT: It gives you more tuna;
15 it lets you eat all the fish you want.

16 A PARTICIPANT: Plus the highlighted
17 "No's" in this draw your attention right to the
18 concern.

19 MS. HALVERSON: Okay.

20 A PARTICIPANT: It was talking about no
21 limit for all others as part of a balanced diet.
22 Does that mean all other people?

1 A PARTICIPANT: That's how I took it.

2 A PARTICIPANT: Or all other fish?

3 MS. HALVERSON: Ah, yes.

4 A PARTICIPANT: Yeah, I took it as
5 people.

6 A PARTICIPANT: I did too, but now I
7 think it's fish.

8 A PARTICIPANT: Yeah.

9 MS. HALVERSON: Okay. What is the most
10 important point that you take from this
11 particular piece?

12 A PARTICIPANT: That sword fish, shark,
13 king mackerel and tile fish are definitely
14 dangerous --

15 MS. HALVERSON: Okay.

16 A PARTICIPANT: -- for pregnant women,
17 or women who may become pregnant, and nursing
18 mothers. It's definitely a threat. That's what
19 they're saying. No meals.

20 A PARTICIPANT: Large letters, "No
21 meals."

22 MS. HALVERSON: Okay.

1 A PARTICIPANT: I think "Do not eat"
2 was more direct than "No meals."

3 A PARTICIPANT: It also --

4 A PARTICIPANT: We don't use that
5 language.

6 A PARTICIPANT: -- but it also says
7 that fresh water fish like catfish and trout are
8 fine for --

9 A PARTICIPANT: Everybody.

10 A PARTICIPANT: -- everybody.

11 A PARTICIPANT: We're assuming.

12 A PARTICIPANT: Yeah, the farm raised.
13 Not the ones you go out and catch.

14 A PARTICIPANT: Right.

15 MS. HALVERSON: So, what does it say
16 about those, then?

17 A PARTICIPANT: They're very safe to
18 eat.

19 MS. HALVERSON: About -- how about your
20 stream trout?

21 A PARTICIPANT: It doesn't say.

22 A PARTICIPANT: It doesn't mention it.

1 MS. HALVERSON: Okay, so what would
2 your interpretation be, then, from this page?

3 A PARTICIPANT: Well, it would tell me
4 that there is probably some mercury in the trout
5 that I'm catching.

6 MS. HALVERSON: Okay.

7 A PARTICIPANT: It would tell me they
8 didn't study them.

9 MS. HALVERSON: Okay.

10 A PARTICIPANT: That's important to me.

11 MS. HALVERSON: What is distinctive
12 about this particular approach, compared to the
13 other two?

14 A PARTICIPANT: It doesn't have the
15 chart.

16 MS. HALVERSON: Okay.

17 A PARTICIPANT: Which, I don't know, to
18 me is less imposing.

19 A PARTICIPANT: I think this is easier
20 to understand than the second one.

21 A PARTICIPANT: Yeah. I liked the
22 chart initially, but now that they just say,

1 "There's no mercury concern for the fresh water
2 farm raised catfish or trout," just in general,
3 you could know that without having to see a list
4 of --

5 MS. HALVERSON: Okay, so again, I'm
6 going to ask the women to pretend we're pregnant
7 for a few minutes here. If you're reading this
8 page, and men, you don't have to be pregnant this
9 time.

10 A PARTICIPANT: Thank you humbly.

11 MS. HALVERSON: Okay, so all our
12 pregnant women here, what kinds of decisions do
13 we make? Donna?

14 A PARTICIPANT: I definitely would not
15 eat the farm raised catfish or trout, the sword
16 fish, the shark, the mackerel, or the tile fish.
17 I definitely wouldn't eat those.

18 MS. HALVERSON: Okay.

19 A PARTICIPANT: The others, I may once
20 in awhile, but it's not, I wouldn't be that
21 concerned about that. Maybe the reason I'm
22 saying this is, because years ago, when I was

1 pregnant, it wasn't such a big deal as what it is
2 nowadays, you know, with the pregnant women, and
3 it's probably because they didn't know what they
4 know now. So maybe that's my reasoning with
5 saying I would take a chance on eating some of
6 this stuff.

7 MS. HALVERSON: Okay. Susan, you've
8 been pretty --

9 A PARTICIPANT: This one's kind of
10 vague to me. I know what absolutely not to eat,
11 but I keep reading that last paragraph over and
12 over as to what is okay to eat, so this one to me
13 is worse. This doesn't say to me, it's okay to
14 eat this, and I can look real quick and pick it
15 out. So I definitely wouldn't be eating anything
16 off of this one.

17 MS. HALVERSON: Okay. And, here, let
18 me play devil's advocate.

19 A PARTICIPANT: Okay.

20 MS. HALVERSON: Are you a meat eater?

21 A PARTICIPANT: Yes.

22 MS. HALVERSON: Okay, so you would beef

1 or chicken?

2 A PARTICIPANT: Yes.

3 MS. HALVERSON: Okay. So here, I have
4 Lynn's Fish Market, and you eat beef and chicken,
5 and you know that red meat, they say, limit your
6 intake of red meat, and don't eat the fatty parts
7 of poultry.

8 Here we've been saying fish is good for
9 you, my Omega-3 fatty acids and all, there are no
10 limits for anyone as part of a balance diet for
11 the following top species, which make up the
12 majority of the seafood market.

13 Now, why are you going to cut out my
14 seafood, when you're going to go ahead and eat
15 that other stuff?

16 A PARTICIPANT: Well, it says there are
17 no limits. It doesn't say, this stuff is really
18 good for you and you should eat this.

19 MS. HALVERSON: Okay. All right.

20 A PARTICIPANT: The beef industry also
21 says there are no limits on the beef.

22 MS. HALVERSON: Okay.

1 A PARTICIPANT: And the pork industry
2 says eat pork, so -- I'm the type, I don't go
3 overboard on anything. I also don't get
4 hysterical about everything and quit eating
5 everything, because every week there's something
6 different that we're supposed to avoid.

7 MS. HALVERSON: Okay. My other
8 pregnant women here? Joanna?

9 A PARTICIPANT: I would probably cut
10 down on the amount of tuna that I consumed.

11 MS. HALVERSON: Okay. Why would that
12 be?

13 A PARTICIPANT: I wasn't aware that it
14 had mercury in it.

15 MS. HALVERSON: Okay.

16 A PARTICIPANT: It was a concern. I
17 would at least keep track of what I am eating a
18 week.

19 MS. HALVERSON: Okay. How about
20 catfish, cod, clams, down here? I know catfish
21 is your favorite, right?

22 A PARTICIPANT: I like the catfish, and

1 I like salmon.

2 MS. HALVERSON: Okay. So it says there
3 are no limits as part of a balanced diet.

4 A PARTICIPANT: What's the difference
5 between, I mean, is there no mercury, we're
6 assuming that there is mercury in all these
7 seafood favorites, because catfish is listed down
8 there, as opposed to up -- the farm raised there
9 is no mercury whatsoever, so we're assuming there
10 is mercury down in all these other favorites.

11 MS. HALVERSON: Okay. Is that the
12 assumption that you're making?

13 A PARTICIPANT: Even though it says
14 that there's no limit.

15 A PARTICIPANT: Right.

16 MS. HALVERSON: Okay. So how would
17 you, personally interpret that?

18 A PARTICIPANT: I'm interpreting it,
19 even though they're saying there's no limits, I'm
20 questioning, because there must be some mercury
21 in it if it's listed, not under, you know,
22 catfish is listed twice, so all these other fish

1 must also have some mercury, but maybe whatever
2 scale they use, it's not on the red meter.

3 MS. HALVERSON: Okay.

4 A PARTICIPANT: Yeah, I have to wonder
5 why they have this paragraph down at the bottom,
6 and why they separate it from the fresh water farm
7 raised catfish or trout as being okay.

8 A PARTICIPANT: Well, the farm raised,
9 they can control the environment.

10 A PARTICIPANT: Right.

11 A PARTICIPANT: Yeah, what they eat.

12 A PARTICIPANT: But then are they
13 saying what's down below is not as safe? That's
14 what I read.

15 (Simultaneous discussion.)

16 A PARTICIPANT: They probably don't
17 expect it to have a high mercury level but --

18 A PARTICIPANT: Right.

19 A PARTICIPANT: That's why I kept
20 reading that last one over again. I'm not sure
21 what the message is on that one.

22 A PARTICIPANT: That there are no

1 limits on what you eat, but --

2 A PARTICIPANT: Yeah, but why aren't
3 there?

4 A PARTICIPANT: Yeah.

5 A PARTICIPANT: If it can accumulate in
6 your body, and if I'm just pigging out on these
7 types of fish all day long every day, will it
8 build up?

9 MS. HALVERSON: Well, it says, no
10 limits as a part of a balanced diet.

11 A PARTICIPANT: Okay.

12 MS. HALVERSON: So how do you interpret
13 balanced?

14 A PARTICIPANT: Eat it every day, one
15 meal.

16 A PARTICIPANT: Three meals a day.

17 A PARTICIPANT: Well, even just one
18 meal a day, if you just eat fish.

19 MS. HALVERSON: So one meal of fish per
20 day?

21 A PARTICIPANT: I mean, they're saying
22 that you shouldn't. But it would be the same as

1 if you ate chicken every day.

2 MS. HALVERSON: Okay. What does that
3 last sentence mean, "No one should eat lobster
4 tamale?"

5 (Simultaneous discussion.)

6 A PARTICIPANT: I think that's the --

7 MS. HALVERSON: This is the first group
8 where nobody said, "What is lobster tamale?"

9 (Simultaneous discussion.)

10 A PARTICIPANT: I said that.

11 A PARTICIPANT: I think I know what it
12 is.

13 MS. HALVERSON: Okay, Susan, you think
14 you know what it is?

15 A PARTICIPANT: Is it like, in a crab,
16 you have the mustard?

17 A PARTICIPANT: I think it's that gunky
18 stuff.

19 A PARTICIPANT: Yeah.

20 A PARTICIPANT: It's one of the
21 internal organs. It's either like the lungs, or
22 the kidneys or something.

1 A PARTICIPANT: You're not going to get
2 a whole lobster at a seafood restaurant, where
3 they can eat everything.

4 A PARTICIPANT: It's green or yellow or
5 something like that.

6 (Simultaneous discussion.)

7 A PARTICIPANT: Everything on a lobster
8 is edible except for that.

9 A PARTICIPANT: It doesn't sound
10 appetizing anyway.

11 MS. HALVERSON: Okay. When you look at
12 this in terms of not being a pregnant woman, what
13 kinds of decisions do you make for your own
14 balanced diet?

15 A PARTICIPANT: If you're not pregnant?

16 MS. HALVERSON: Um-hmm.

17 A PARTICIPANT: I still think if
18 there's a danger to pregnant women, there's got
19 to be a danger to the average person.

20 MS. HALVERSON: Okay.

21 A PARTICIPANT: There's just got to be.

22 A PARTICIPANT: My question is, if

1 you've got to eat it, if you're going to be
2 pregnant in the next six months, you have to
3 eliminate it or control it, why would you have to
4 control it, if it's six months before you're
5 pregnant or something?

6 A PARTICIPANT: Yeah, so it does stay
7 in your body.

8 A PARTICIPANT: If it's building up in
9 her body, why isn't it building up in his or
10 somebody else's body?

11 A PARTICIPANT: That's because all you
12 men are stupid because you've been eating so much
13 fish.

14 MS. HALVERSON: Okay. I would like to
15 go back to the first one that I gave you, which
16 is "Example Five" and just look at, just briefly
17 review this again, the first paragraph, and then
18 the chart.

19 Then somebody explain for me in plain
20 English, we're going to try to distinguish among
21 these three. Explain for me in the plainest
22 English what "Example Five" is saying, the

1 distinctive message of "Example Five."

2 A PARTICIPANT: Mackerel, shark and
3 sword fish pose a high threat.

4 MS. HALVERSON: Mackerel, shark and
5 sword fish pose a high threat --

6 A PARTICIPANT: To pregnant women.

7 MS. HALVERSON: -- to pregnant women?

8 A PARTICIPANT: Or nursing.

9 MS. HALVERSON: Okay. Anyone else have
10 a different capsule interpretation of this one?

11 A PARTICIPANT: Well, it says it's a
12 high source --

13 (Tape change.)

14 MS. HALVERSON: -- fish is an important
15 source of protein, vitamins and minerals, but
16 there's danger involved.

17 A PARTICIPANT: Yeah, to pregnant women
18 or nursing mothers.

19 MS. HALVERSON: Okay. And then you
20 would limit the three fish, Phyllis?

21 A PARTICIPANT: I would say, I would
22 probably categorize it these three are

1 particularly suspect, and then go into the tuna
2 and the others, that they are less suspect.

3 MS. HALVERSON: Okay. How would, less
4 suspect?

5 A PARTICIPANT: Than the mackerel,
6 shark and sword fish.

7 MS. HALVERSON: Okay. Any other
8 capsule interpretations of this "Example Five?"

9 A PARTICIPANT: This still just makes
10 me real curious as to why not?

11 MS. HALVERSON: Okay. Why not those
12 three fish?

13 A PARTICIPANT: Um-hmm.

14 MS. HALVERSON: What is it about these
15 three fish?

16 A PARTICIPANT: And then the
17 highlighted heavy black lettering on this just,
18 you look at that and you go, I mean, why?

19 A PARTICIPANT: Why not?

20 A PARTICIPANT: Yeah, what are they
21 actually trying to tell me here? What did that
22 mackerel eat yesterday that I'm not supposed to?

1 MS. HALVERSON: Okay. Let's look at
2 "Example Three" again, and do the same thing,
3 kind of a one or two sentence summary.

4 A PARTICIPANT: Too wordy.

5 A PARTICIPANT: But I still do like
6 them saying, a report from the National Academy
7 of Sciences.

8 MS. HALVERSON: Okay.

9 A PARTICIPANT: Even though it says
10 "looked at the evidence," my personal feeling is,
11 I would tend to believe it because of that more
12 so than "Example Five."

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: It has more
15 credibility.

16 A PARTICIPANT: Right.

17 A PARTICIPANT: It has a lot more
18 credibility, just because of --

19 A PARTICIPANT: And I like that they
20 said why. Isn't this the one where they said it
21 will cause learning disabilities?

22 A PARTICIPANT: I like this one the

1 best. I think it needs to be worded more to the
2 general public, but I like all the information
3 the best.

4 MS. HALVERSON: Okay.

5 A PARTICIPANT: It's less threatening,
6 almost, knowing exactly what it does, than
7 letting my brain wander, and think of all these
8 horrible things that this lead could possibly do.
9 I like knowing. That's not so horrible. Okay,
10 now I know, there will be learning problems, and
11 --

12 A PARTICIPANT: This is how I can
13 avoid --

14 A PARTICIPANT: Yeah.

15 A PARTICIPANT: I'm an old person and I
16 don't care how stupid I get. I'll eat this.

17 MS. HALVERSON: So if you were going to
18 summarize "Example Three" in one or two
19 sentences, it would be, in plain English for
20 me --

21 A PARTICIPANT: Don't eat fish.

22 A PARTICIPANT: Mercury can cause

1 learning problems in children.

2 MS. HALVERSON: Okay.

3 A PARTICIPANT: Yeah, I'd say if you
4 were of that age, or pregnant, just to steer
5 clear of it, and get your supplements in some
6 other way.

7 A PARTICIPANT: Yeah.

8 MS. HALVERSON: Sorry, I didn't hear
9 that last part.

10 A PARTICIPANT: Get the supplements
11 some other way.

12 MS. HALVERSON: Okay.

13 A PARTICIPANT: I would say there are
14 risks involved, but as it is a part of a good
15 balanced diet, you don't need to avoid it
16 altogether, that there are fish that you can
17 safely consume once in awhile.

18 MS. HALVERSON: Okay.

19 A PARTICIPANT: I think all three of
20 them should address other people than --

21 A PARTICIPANT: Pregnant mothers.

22 A PARTICIPANT: -- pregnant mothers,

1 nursing mothers. Like men and then older women,
2 or children.

3 A PARTICIPANT: Maybe this is from the
4 TV actors association or something.

5 A PARTICIPANT: They could still make a
6 note of it. They'll have the information.

7 MS. HALVERSON: Okay, let's look again
8 at the last one, "Example Four" and again, I have
9 a real simple mind, so bring it down to one or
10 two clear, plain English sentences for me.

11 A PARTICIPANT: I think it says a lot
12 of Americans enjoy seafood, that they should be
13 careful, because there are some dangers.

14 MS. HALVERSON: Okay. Any other
15 interpretation there?

16 A PARTICIPANT: I think it's just what
17 I initially said, that it's good but there's a
18 risk.

19 MS. HALVERSON: Okay.

20 A PARTICIPANT: You know, it's good for
21 you but there's a risk.

22 A PARTICIPANT: Anything in excess is

1 too much.

2 MS. HALVERSON: Okay. I'm going to go
3 to the board, and given everything that we've
4 been talking about tonight, let's just try and
5 figure out, when they come up, I heard you say
6 things you do and don't like about all of these.

7 If you guys were developing a message,
8 what are the kinds of things you would include in
9 it?

10 A PARTICIPANT: A chart.

11 MS. HALVERSON: A chart. Of?

12 A PARTICIPANT: Of best to worst.

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: I would have one chart,
15 just alphabetical, so you could find whatever you
16 wanted real quick, and then next to it, "Don't
17 eat," "Unlimited quantities," or "Moderation."

18 MS. HALVERSON: Okay.

19 A PARTICIPANT: That would be simple.

20 A PARTICIPANT: That would be, wouldn't
21 it?

22 MS. HALVERSON: Okay, and in terms of

1 who it should address. Pregnant women, or
2 everyone?

3 A PARTICIPANT: Yeah.

4 A PARTICIPANT: Everyone.

5 A PARTICIPANT: I think everyone.

6 MS. HALVERSON: Everyone?

7 A PARTICIPANT: Yeah, it should speak
8 to everyone.

9 A PARTICIPANT: Including young kids
10 who aren't nursing anymore. Does it affect them?

11 A PARTICIPANT: I'd like to see why
12 mercury was a problem.

13 MS. HALVERSON: Anything else?

14 A PARTICIPANT: It was nice when it had
15 some credibility to it.

16 MS. HALVERSON: Okay. Which -- they
17 mentioned National Academy of Sciences --

18 A PARTICIPANT: FDA.

19 A PARTICIPANT: EPA.

20 MS. HALVERSON: Okay, so include all
21 three of those?

22 A PARTICIPANT: It would support the

1 research more, probably.

2 A PARTICIPANT: Yeah.

3 MS. HALVERSON: Okay. Anything else
4 that we'll definitely include, or clarify?

5 A PARTICIPANT: I think, it's probably
6 just me, but I would like more information on
7 what problems it causes.

8 MS. HALVERSON: Okay.

9 A PARTICIPANT: With memory retention
10 in kids --

11 A PARTICIPANT: Well, yeah, that's
12 because they're pregnant. If it's adults, you
13 don't know it's going to affect adults.

14 MS. HALVERSON: Okay.

15 A PARTICIPANT: Yeah. And the younger
16 children, school age children.

17 MS. HALVERSON: Okay. And then in
18 terms of the information, you wanted a chart of
19 some kind?

20 A PARTICIPANT: I still think that's
21 easiest to read.

22 A PARTICIPANT: Yeah, I think so.

1 MS. HALVERSON: Okay.

2 A PARTICIPANT: I like a chart.

3 MS. HALVERSON: I heard some of you
4 saying, I want the chart to list for me the
5 things that I can eat as a pregnant woman, as
6 well as the "don't eat" and I hear others saying,
7 just tell me what I can't eat. Is that correct?

8

9 A PARTICIPANT: I think I have to
10 agree. I think to see them both would be nice.
11 I'd like to know what I could eat, and it
12 wouldn't hurt to know what you can't eat.

13 MS. HALVERSON: Okay.

14 A PARTICIPANT: Yeah, I'd rather not
15 have anything questionable. You see it on a
16 chart, you'd know for sure.

17 MS. HALVERSON: Okay.

18 A PARTICIPANT: And maybe without it
19 getting too wordy, just if it's written in a
20 percentage type form or something, just how much
21 is too much.

22 MS. HALVERSON: Okay.

1 A PARTICIPANT: Or we can even have the
2 chart, again, in alphabetical order, and the ones
3 that have the names in red, you can't eat.

4 A PARTICIPANT: Yeah, having those
5 stand out a little bit more.

6 A PARTICIPANT: Wouldn't your doctor
7 tell you, if you're pregnant, if you shouldn't
8 eat some things, maybe?

9 MS. HALVERSON: Okay.

10 A PARTICIPANT: That depends on the
11 doctor. Some will give you a book and tell you
12 to read it yourself.

13 MS. HALVERSON: Okay. Anything they
14 should avoid in terms of format or wording or
15 anything else? I heard a number of comments.

16 A PARTICIPANT: Not too wordy.

17 A PARTICIPANT: Right. Not run on
18 sentences.

19 A PARTICIPANT: Yeah.

20 A PARTICIPANT: Not to put people down,
21 but so often, pregnant people are very young
22 teenage girls, and they aren't going to read that

1 whole thing.

2 MS. HALVERSON: Okay. Short sentences.

3 A PARTICIPANT: To the point.

4 A PARTICIPANT: And to the point,
5 right.

6 A PARTICIPANT: When I did technical
7 writing for a manufacturer, it had to be seventh
8 grade.

9 MS. HALVERSON: Okay.

10 A PARTICIPANT: You know they've
11 lowered that to sixth grade now?

12 A PARTICIPANT: Oh no.

13 MS. HALVERSON: Okay. Any other advice
14 that you would give?

15 A PARTICIPANT: I didn't like the last
16 one where it said, seafood is a growing part
17 of -- it's like they are trying to tell me.
18 Maybe to some people it's not important.

19 A PARTICIPANT: Like they're trying to
20 convince you.

21 A PARTICIPANT: Like they're trying to
22 convince me.

1 A PARTICIPANT: Yeah, I don't like
2 that. Don't try to sell me fish.

3 A PARTICIPANT: Right.

4 A PARTICIPANT: And I think when we
5 were talking, too, we keep going just to seafood,
6 but we were talking fresh water fish, too. I'd
7 like to see some fresh water fish.

8 A PARTICIPANT: That list had good
9 information on the last one. It said fresh water
10 farm raised catfish or trout, that were
11 concerned.

12 MS. HALVERSON: But look out for the
13 Mike's of the world who are out there catching
14 their own.

15 A PARTICIPANT: I love trout.

16 A PARTICIPANT: I do read a lot of soil
17 and water studies, too. I try to know what's
18 upstream from where I'm fishing, if it's a gold
19 mine, or if I'm going to be catching heavily
20 polluted fish or not.

21 MS. HALVERSON: So the stuff you're
22 going to serve us is good, right?

1 A PARTICIPANT: Yep. It's great.

2 MS. HALVERSON: Okay. I'd like to ask
3 you to pass around "Example Three," then "Example
4 Four," then "Example Five," and I'm going to run
5 next door and see if there are some questions
6 that I should ask that I haven't asked yet, okay?
7 I'll be right back.

8 (Moderator leaves the room.)

9 A PARTICIPANT: Three?

10 A PARTICIPANT: Three.

11 A PARTICIPANT: Four.

12 A PARTICIPANT: Three, four, five.

13 A PARTICIPANT: Here's some fours.

14 (Moderator returns.)

15 MS. HALVERSON: Great.

16 A PARTICIPANT: You found out what
17 lobster tamale is.

18 A PARTICIPANT: Yeah.

19 MS. HALVERSON: I think it is that
20 gunk.

21 A PARTICIPANT: We can eat it, because
22 we're not pregnant.

1 MS. HALVERSON: I think it said
2 everyone should avoid lobster tamale. Sorry.

3 A PARTICIPANT: Yeah.

4 A PARTICIPANT: I wouldn't eat it
5 anyway.

6 A PARTICIPANT: I probably have eaten
7 it and don't even know it.

8 MS. HALVERSON: Okay. They don't have
9 any more questions for us, so I want to thank you
10 all for being here this evening. If you head out
11 to the front, I think Betty has something for you
12 there. So thank you very much for coming.

13 A PARTICIPANT: Thank you.

14 (Whereupon the taping was concluded.)

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I, Helen M. Collins, Tape

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