

## WHO IS DOING THE RESEARCH?

The UK research is being led by Peter Jackson, from the Department of Geography at the University of Sheffield, along with David Evans and Angela Meah. We have lots of experience in doing this kind of research.

## WHO IS FUNDING THE RESEARCH?

The research is being funded by the UK's Economic & Social Research Council.

## HAS THE RESEARCH RECEIVED ETHICAL APPROVAL?

The research has received formal approval from the University of Sheffield and complies with the University's ethical policy on research involving human participants:

<https://www.sheffield.ac.uk/ris/other/gov-ethics/ethicspolicy>

## WHAT IF I HAVE ANY COMPLAINTS ABOUT THE RESEARCH?

If you wish to raise any issues about the research, you are welcome to discuss them with Peter Jackson (details below), or with the Registrar of the University of Sheffield ([registrar@sheffield.ac.uk](mailto:registrar@sheffield.ac.uk)).

## FOR FURTHER INFORMATION, OR TO TAKE PART, PLEASE CONTACT:

### Prof Peter Jackson

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### Dr Angela Meah

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**Visit our website:** <http://www.freshresearch.net>

**THANK YOU FOR YOUR CO-OPERATION**



The University Of Sheffield.



POULTRY \* FISH \* FRUIT \* VEGETABLES

# UNDERSTANDING 'FRESHNESS' IN THE UK & PORTUGUESE AGRI-FOOD SECTORS

## HELLO

You are invited to take part in a research project about what 'freshness' means to you. Before deciding whether you would like to take part, we would like to explain why we are carrying out this study, and what taking part will involve. If you have any questions about the project we will be happy to answer them.

**Thank you for reading this information.**

## WHAT IS THIS RESEARCH ABOUT?

Words like 'fresh' and 'natural' are almost always used in a positive way in food marketing and related commercial contexts. However, many things that are sold as 'fresh' often rely on a whole range of technologies and treatments that are anything but natural (for example refrigerated delivery trucks).

The project will examine what freshness means to different people and how it comes into being across the food supply chain in the UK and Portugal.

Focusing on poultry, fish, fruit and vegetables, this project will look at how freshness is represented, judged and valued in relation to these different types of food.



As well as talking to retailers and their suppliers, we are interested in the ways that consumers decide whether something is fresh.

### **WHY IS IT IMPORTANT?**

We hope that the research will inform government and non-governmental agencies, food businesses and marketing professionals regarding the sustainability of food and potential reduction of food waste.

### **WHY HAVE I BEEN CHOSEN TO TAKE PART?**

We will be working with a range of households and talking to people about when and how freshness is important to them. We would like to recruit people from a diverse range of social and ethnic backgrounds and from different kinds of household (e.g. people living alone, in families, in shared accommodation).

### **WHAT WILL IT INVOLVE?**

If you agree to take part in the study, our researcher, Angela, will come to speak with you about the issues we're interested in. Because we're interested in the points at which freshness is important to consumers, we would like to be able to come shopping with you, as well as watching you cook and seeing how you store food and decide whether something you have bought is still fresh. Some of

you might like to take part in one of our tasting events.

Your involvement in the research can vary from just a couple of hours to more extended participation involving several visits over a number of days which could take place over a



longer period. This is up to you and will depend on your time and level of interest in the project.

We will work around your needs and try to minimize any disruption or inconvenience. With your permission, interviews will be recorded and we may also ask to take some photographs and to video-record you and other members of your household. You might even want to do some video-recording yourself.

### **DO I HAVE TO TAKE PART?**

It's up to you to decide whether or not to take part in the study. Please also discuss it with other members of your household. If you agree to participate, we will ask you to complete a consent form confirming your agreement to be part of the study. You can change your mind at any time without having to give us a reason.

### **WILL MY PARTICIPATION BE CONFIDENTIAL?**

All the information you give us will be treated in confidence. We will change people's names and make sure that you cannot be identified in any photographs. All information will be stored securely in password-protected files that only the research team can access.

### **WHAT WILL HAPPEN TO THE INFORMATION I GIVE?**

The recordings made during this research will be used only for analysis and for illustration in academic papers and conference presentations and workshops. No other use will be made of them without your written permission. We will send you a summary of our findings when the study is completed.

We are required to offer the data we collect for archiving with the UK Data Service: <https://www.ukdataservice.ac.uk/>. The archive is accessible only to approved researchers. It is up to you what, if any, information you share and you can review this and change your mind at any point. Your personal details and any identifying information will NOT be shared.