This archive contains files containing data from

Project ES/M003094/1

**Analyses of Food Supply Chains for Risks and Resilience to Food Fraud/Crime**

The following files have been archived:

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| **File name** | **Description** |
| FocusGroup\_Demographics.sav | SPSS file containing the demographic details of participants who took part in nine focus groups (including the pilot group) in four different locations in the UK during January 2016 for WP5. The dataset contains 76 cases (people) and 14 variables. The aim of the discussion was to investigate the impact of food fraud on the consumer and test the efficacy of fraud prevention strategies in enhancing consumer trust in food products and producers. |
| FocusGroup \_Transcripts.zip | This file contains the transcripts of 9 semi-structured focus group discussions undertaken with 76 consumers in four different locations in the UK during January 2016. The aim of the discussion was to investigate the impact of food fraud on the consumer and test the efficacy of fraud prevention strategies in enhancing consumer trust in food products and producers. |
| FocusGroup\_Schedule.docx | This 5-page Word file contains the semi-structured questioning guide for the WP5 focus group discussions which took place in January 2016. The aim of the discussion was to investigate the impact of food fraud on the consumer and test the efficacy of fraud prevention strategies in enhancing consumer trust in food products and producers. |
| FocusGroup\_Materials.zip | This folder contains the Showcards A-H (5 Powerpoint files; 2 Word files; 1 pdf) that were used as visual aids during the WP5 focus group discussions that took part in January 2016. Showcard A contains examples of food fraud; Showcard B contains beef packaging; Showcard C contains beef logos; Showcard C contains fish packaging; Showcard D contains fish logos; Showcard F details the UK beef supply chain; Showcard G contains a QR code; and Showcard H contains an example of what type of information may be retrieved via the QR code. The aim of the discussion was to investigate the impact of food fraud on the consumer and test the efficacy of fraud prevention strategies in enhancing consumer trust in food products and producers. |
| FoodTrace\_SurveyQuestionnaire.docx | SPSS file containing a dataset generated by an in-home face-to-face Computer Assisted Personal Interview (CAPI) with consumers from the North and South of England (males and females, aged 18-65 years, from a variety of Social classes) during August 2016. The aim of the survey was to examine Factors influencing consumer intentions to purchase traceable minced beef and beef steak. |
| Consent form focus group.doc | One-page consent form (in Word) for participants in the focus group discussions which took place in January 2016. The aim of the discussion was to investigate the impact of food fraud on the consumer and test the efficacy of fraud prevention strategies in enhancing consumer trust in food products and producers. |