**Sustainable intensification of UK livestock production: a social scientific approach**

You are invited to participate in the above research study. In order to make an informed decision as to whether to participate you should understand what the project is about, what your involvement would entail and how the findings will be used. Please read the following information to guide your decision: if you have any questions please ask me for further details or clarification. Your decision to participate is entirely voluntary.

**What is the purpose of the study?**

The aim of this research is to develop our knowledge on how to maximise the adoption of animal health and welfare best practice in UK livestock production. The project will focus on the human factors that influence the management of disease in livestock, analysing how and why livestock farmers make their decisions, and how this affects disease control, farm productivity and competitiveness, acceptance of agricultural innovation, and adoption of new technologies.

**Why have I been chosen to take part?**

The project is concerned with understanding how to maximise the adoption of animal health and welfare best practice on farms in the UK. In particular, it focuses on how communication influences the (non-)adoption of information and guidance. You have been contacted as an individual/representative of an organisation of relevance to this topic.

**Participation is voluntary and that participants are free to withdraw at anytime without explanation.**

**What will happen if I take part?**

If you agree to participate, we will undertake an interview focussed upon your/ your organisation’s approach to understanding, implementing or promoting [use as necessary] positive animal health and welfare practices.

**Are there any risks in taking part?**

There are no known risks in taking part. All data will be anonymised and held securely to ensure confidentiality. Where data is used in academic work every effort will be made to ensure anonymity.

**Who is doing the research?**

Dr Ruth Little, a Research Fellow at the Department of Geography, University of Sheffield. Dr Little is the sole researcher on the project.

**Who is funding the research?**

The Economic and Social Research Council

**Are there any benefits in taking part?**

There is no payment or formal compensation for participating.

**What will happen to the results of the study?**

Findings from the research will be used to inform academic publications (through conference presentations and academic articles) and papers written for policy makers and farming and veterinary representative bodies. Where interview data are used, the anonymity of the interviewee will be protected and data will not be attributed to named individuals.

**What will happen if I want to stop taking part?**

You may withdraw at any point in the research and do not need to explain this decision. You can request that data collected up to that point is destroyed or may give permission for the use of any such information.

You may also refuse to answer specific questions or to request that certain responses be deleted.

**Who can I contact if I have further questions?**

If you wish to contact the researcher, Ruth Little can be reached at:

Dr Ruth Little

Email: ruth.little@sheffield.ac.uk

Phone : +44 (0)114 222 7983

Post : Department of Geography, University of Sheffield, Winter Street, Sheffield S10 2TN

If you have any concerns with the ethical conduct of this research you can contact the Department of Geography’s Ethics Committee chairperson:

Dr Andrew McGonigle

Email: A.McGonigle@Sheffield.ac.uk

|  |  |
| --- | --- |
| Phone:  | +44 114 222 7961 |

Post: Department of Geography, University of Sheffield, Winter Street, Sheffield S10 2TN