

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 Prof Peter Jackson (details below), or with the Registrar of the University of Sheffield (registrar@sheffield.ac.uk).

FOR FURTHER INFORMATION, OR TO TAKE PART, PLEASE CONTACT ONE OF THE RESEARCH TEAM:

Prof Peter Jackson

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

THANK YOU FOR YOUR CO-OPERATION.



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

You are invited to take part in a research project about 'freshness' in the UK food industry. 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.

POULTRY * FISH * FRUIT * VEGETABLES



As well as talking to consumers, we are interested in the meaning of ‘freshness’ to retailers and their suppliers.

Focusing on poultry, fish, fruit and vegetables, the project will look at how freshness is expressed, communicated, evaluated and adds value across these supply chains, examining post-harvest processing, retailing and consumption of food. It will pay particular attention to the various skills, technologies and procedures that are followed in order to categorise food as ‘fresh’ and ensure that it is kept that way.

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.

WHO IS DOING THE RESEARCH?

The UK research is being led by Prof Peter Jackson, from the Department of Geography at the University of Sheffield, along with Dr David Evans and Dr Angela Meah.

WHY HAVE I BEEN CHOSEN TO TAKE PART?

You have been chosen to take part because of your expert knowledge of, or involvement in, one or more of the supply chains we want to explore.

WHAT WILL IT INVOLVE?

If you agree to take part in the study, our researcher Dr Angela Meah will come to speak with you about the issues we’re interested in. Some people might want to show us how you work and how freshness comes about in practice; if so, we will be delighted to find out more. With your permission, we will record interviews.

DO I HAVE TO TAKE PART?

It’s up to you to decide whether or not to take part in the study. Please feel free to discuss this with colleagues or managers if you need to.

WILL MY PARTICIPATION BE CONFIDENTIAL?

All recordings and information will be treated in confidence and all information will be stored securely in password-protected files that only the research team can access. We will discuss this with you as required.

WHAT WILL HAPPEN TO THE INFORMATION I GIVE?

The recordings made during this research will be used for illustration in academic papers, stakeholder reports for policy makers and in conference presentations and workshops, including a workshop specifically for the food industry. No other use will be made of them without your written permission and the information will not be used for commercial purposes. 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 decide to share and you can review this and change your mind at any point. Your personal details and any identifying information will NOT be shared.

