

A REVIEW OF MARKET AND SOCIAL RESEARCH			
	Research Report/Title	Theme / Category	Objectives
FOOD SAFETY- FOOD BORNE ILLNESS			
Jun-01	Determine exposure assessment and modelling risks associated with the preparation of poultry products in institutional catering and the home	Food-borne Illness/ food preparation and hygiene	To devise meals involving poultry products in order to analyse, identify and catalogue practices contributing to pathogen contamination and correlate with microbiological data on foods and surfaces; To determine the extent of contamination of surfaces with pathogens; To determine the extent of contamination of raw, cooked and ready-to-eat foods.
Dec-01	An evaluation of food handler's knowledge, beliefs and attitudes about food safety and its interpretation using social cognition models	Food-borne Illness / food preparation	To assess food handlers' beliefs, attitudes, knowledge and actual implementation of food safety practices and its interpretation using cognition models for predicting. To assess the relationship between attitudes, knowledge and practices and evaluate the results in relation to food hygiene training received.
Dec-01	Assessing and reducing the risk of cross contamination of foodstuffs in food handling environments	Food-borne Illness / food preparation	To assess and catalogue practices contributing to cross contamination and its prevention within a risk framework; To determine food handlers attitudes to these practices and investigate strategies to reduce cross contamination.
Oct-01	The evaluation and application of information on consumer hazard and risk to food safety education	Food-borne Illness / food hygiene and preparation	To obtain microbiological and observational data on domestic food preparation to use as a basis for communicating information about hazard and risk in a social marketing framework for a food safety health education initiative.
Oct-03	Microbiological risk factors associated with the domestic handling of meat	Food-borne Illness - food preparation and hygiene	To gain understanding of the problems and risks associated with the handling of raw meats in the domestic kitchen.
July 2001	Pilot study to estimate the nature and extent of adherence to government guidance on safe egg use in the catering industry	Food-borne Illness - food preparation and hygiene	To obtain preliminary data concerning the nature and extent of adherence to Government guidelines through a pilot study.
Publication deferred indefinitely	Evaluation of UK food hygiene and safety training	Food-borne Illness / food preparation and hygiene	
Jul-03	Consumption of Fruit and Vegetable Peel- Quantitative Survey	Food-borne Illness / food preparation	To measure: what proportion of the public consume the peel or outer leaves of specific fruit and vegetables; how consumption of the peels of different fruits differ across demographic groups; how often peel is eaten.

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Jan-00	Fruit and Vegetable Washing and Peeling Behaviour	Food-borne Illness / food preparation	To explore the washing and peeling behaviour of the UK White and ethnic minority populations and the reasons for this behaviour; To find out whether parents of toddlers (1.5- 5years) prepare their children's fruit and vegetable in a different way from their own; To inform quantitative study above.
Due November 2005	Getting Food Safety and food hygiene messages into schools	Food-borne Illness / food hygiene	
Due May 2005	Evaluation of consumer food safety education initiatives in the UK and determination of effective strategies for food safety risk communication	Food-borne Illness / food hygiene	
FOOD SAFETY - PESTICIDES			
Mar-04	Consumer Concern over the use of pesticides to grow food	Pesticides	Qualitative research was commissioned to explore and understand in more depth the extent and basis of concern over the use of pesticides to grow food. Discussions were undertaken amongst consumers, the sample covering a broad mix of social classes and key British ethnic minorities.
FOOD LABELLING			
May 2003	Nut Allergy Labelling: Report of Research into the Consumer Response	Labelling / Food Intolerance, Food Allergy	Research to explore the response of consumers to nut allergy labelling on pre-packed foods, including their understanding of the various forms of nut trace contamination (NTC) warnings currently in use.
Jun-02	May Contain Labelling - the Consumer's Perspective	Labelling / Food Intolerance, Food Allergy	To focus on nut trace contamination labelling, determining the prevalence of such labelling. To examine the variety and style of such labelling and report on current practice.
Nov-01	Development of nutritional label	Labelling	To explore consumers nutritional information needs; the extent to which nutritional labels currently satisfy information requirements and the ideal content and format of the nutrition label that would make it user friendly
May-02	Initiative to improve information in catering outlets and of foods sold loose	Labelling	One objective was to explore with stakeholders the provision of information with regard to non-pre-packed foods and foods sold in catering establishments, including allergens, date marks, logos, nutritional information, use of healthy eating information and origin labelling and to make recommendations that were

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			realistic and practical.
Sep-00	Consumer information needs for food sold through catering outlets and loose foods.	Labelling	To explore consumer information needs when people eat at catering establishments.
Feb-02	Report on Olive Oil Labelling	Labelling	The overall objective of the research was to understand how much people understand about the different types of olive oil, more specifically to determine what people understand by different terminology used to describe olive oils. To explore which descriptions respondents understand best for each of the four types of olive oil. To determine if people understand the expressions describing quantity of Virgin olive oil in products when used as an ingredient.
Apr-02	Fruit Juice Labelling	Labelling	To establish consumer understanding of the term 'pure', and 'freshly squeezed' when used to describe fruit juices, and how the terms 'from concentrate' and 'not from concentrate' are perceived by consumers
Aug-02	Consumer understanding of on-pack health claims	Labelling	To consult with consumers in order to be able to give a view on what UK consumers understand by health and functional claims, proposed by the European Commission, on food packaging.
Apr-03	Nutritional label testing	Labelling	To gauge consumer reaction to and understanding of different nutrition labelling formats in order to establish which of the five nutrition label formats is the easiest to understand and obtain the relevant nutrition information from.
Jul-03	Consumer Attitudes to food misdescription	Labelling	To gain a better understanding of the views of consumers regarding consumer misdescription, including their general and specific views, concerns and perceptions.
Nov-01	Promotion of Food to Children - Report on Qualitative Research	Labelling/ Promotion of Foods to Children	To explore the views of parents, teachers and children on the methods used to promote food to children and to identify changes in practice that parents would find helpful in promoting healthy eating.
Jan-03	Bamboozled, Baffled and Bombarded	Labelling	Qualitative consumer research commissioned to explore consumers' awareness, experience and response to a range of voluntary food labels. To identify and understand any underlying

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			problems and difficulties with the many different types of labels found on food.
Jun-02	Review of Food Assurance Schemes	Food labelling	To assess food assurance schemes against principles of transparency, higher food safety standards, independent and regular verification, consistent implementation, and benefits to the consumer. To recommend ways schemes could be improved.
Nov-04	Concept testing of alternative labelling of healthy/ less healthy foods	Food Labelling	To test a range of concepts for how signposting information might be presented to the consumer
NUTRITION			
Apr-03	Local food: report on qualitative research	Local Food Initiatives	To explore public attitudes to local food.
Jan-04	Local food and health initiatives within leisure service settings: a review	Nutrition / Local Food Initiatives	To conduct a qualitative review of food/health initiatives in UK Local Authority managed leisure centres.
Due shortly	Dietary assessment tools for use with children - assessment of perception and conceptualisation of portion sizes by children aged 4 to 16 years using three media tools	Nutrition and Diet	This research project aims to measure the ability of children to perceive, conceptualise and report food portion sizes from memory using specially designed tools.
Dec-03	A family-based study to determine the acceptability of an increased intake of complex carbohydrates and to explore how change can be achieved	Nutrition and Diet/ food acceptability and choice	To determine the acceptability of an increased intake of complex carbohydrates and to explore how change can be achieved
Jul-01	Barriers to the development and uptake of reduced fat foods	Nutrition and Diet / food acceptability and choice	To identify barriers to the development and uptake of reduced fat foods from both the industrial and consumer perspective. To analyse and compile a database of product case histories.
Nov-00	The development and evaluation of a novel school-based intervention to increase fruit and vegetable intake in children	Nutrition and Diet/ food acceptability and choice, schools based intervention	To develop, implement and evaluate a novel school based intervention strategy (which includes a curriculum package, food provision within a school, peer and community support initiatives) to increase the consumption of fruit and vegetables in children aged 5-11 years
Jan-02	Increasing fruit and vegetable consumption in children: the development and evaluation of a school-based	Nutrition and Diet / food acceptability and choice, schools based intervention	To develop and evaluate an art/play intervention to increase fruit and vegetable consumption amongst primary school children. The intervention aimed to change children's attitudes, feelings and emotional response to fruit and vegetables

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	intervention using art/play therapy		through an arts based programme.
Aug-01	Family-centred, school based intervention for the prevention on obesity in primary school aged children	Nutrition and Diet / food acceptability and choice, schools based intervention	To develop a school-based/ family orientated intervention programme aimed at the prevention of obesity in primary school children
Feb-04	Do Food Deserts exist? A multilevel geographic analysis of the relationship between retail food access, socio-economic position, and dietary intake	Nutrition and Diet/ food acceptability and choice, food inequalities	To determine the relationship between dietary intake and socio-economic factors at individual, household and neighbourhood levels and retail access to a 'healthy' and affordable diet, and thus determine whether 'food deserts' exist and, if so, to describe their characteristics.
Nov-02	Assisting dietary change in low income communities: assessing the impact of community-based practical food skills intervention (Cook Well intervention)	Nutrition and Diet / food acceptability and choice	To develop, implement and evaluate a transferable community based skills initiative aimed at increasing consumption of fibre rich starchy carbohydrates, fish, vegetables and fruit and decreasing consumption of fat in adults living in areas of deprivation
Sep-02	Development and evaluation of an interactive multi-media CD-ROM for the promotion of nutrition education in secondary school children	Nutrition and Diet/ food acceptability and choice, schools based intervention	To design, develop and evaluate a CD-ROM for the promotion of nutrition education.
Jan-03	Are fruit tuck shops in primary schools effective in increasing pupils' fruit consumption? A randomised control trial	Nutrition and Diet / food acceptability and choice, schools based intervention	To identify the feasibility of setting up fruit tuck shops in primary schools, and to identify the impact of these on pupils consumption of fruit and other snacks
Oct-04	A critical review of the psychosocial basis of food choice and identification of tools to effect positive food choice	Nutrition and Diet/ food acceptability and choice	This project aims to use an in-depth and structured approach to produce a written critical review of the literature on the psychosocial basis of food choice, examples of positive interventions and gaps in the evidence base.
Sep-02	Teenagers and Nutrition: creative strategy development	Nutrition and Diet / food acceptability and choice	To explore the relationships which young people have with food and to identify triggers which will engage them and motivate them to adopt healthier eating patterns.
Jul-00	Intervention to Promote Consumption of Fruit and Vegetables in Primary Schools:	Nutrition and Diet - food acceptability and choice. Healthy eating. Schools based intervention	To explore responses to the implementation of the MAFF funded University of Dundee intervention to promote fruit and vegetables in primary schools.

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	process evaluation		
Jul-01	FSA Scotland health eating focus groups	Nutrition - healthy eating	To identify the main barriers to eating more healthily and gathering views on how these may be addressed.
Due October 2005	Design and evaluation of peer-led community based food clubs. A means to improve the diet of older people from deprived social backgrounds	Nutrition/ older people	This research project aims to develop and evaluate peer led community based food clubs for improving the diet of older people and socially deprived backgrounds.
Due Sept 2006	Promoting recommended infant feeding practices in a low income sample - randomised control trial of a peer education intervention	Nutrition	This research project aims to assess the impact of peer educators on infant feeding by low income mothers and the nutritional and other health and social outcomes in these mothers compared with standard professional care
Sep-03	Review of research on the effects of food promotion to children	Nutrition / Labelling / promotion of foods to children	To examine the current research evidence on: the extent and nature of food promotion to children; the effect, if any, that this food promotion had on their food knowledge, preferences and behaviour.
Jul-04	Food Promotion and Children's Diets	Nutrition/ Labelling/ Promotion of Foods to Children	To explore children's views on selected elements of the Action Plan and gather children's views on the practical implications of these elements. To consider the possible effectiveness of each element in encouraging a healthier diet amongst children.
Due Nov 2006	Using village shops to promote healthier food choices in rural Norfolk	Nutrition / food choices	This research project aims to use 'village shops' as a vehicle to facilitate sustainable healthy eating behaviours in communities where rural food poverty is a recognised problem

FOOD LAW ENFORCEMENT

Completed. Currently undergoing peer review,	The identification, analysis and potential remedy of the problems experienced by SMEs in complying with food law requirements	Food Law Enforcement	To identify the difficulties experienced by small food businesses in complying with food law requirements and identify solutions that will help to provide better, relevant information in a way in which all businesses can access.
Aug-04	An evaluation of effective enforcement approaches for SMEs in food safety	Food Law Enforcement	To examine the effect of local authority interventions on the compliance of SMEs with food safety law.
Due March 2005	Management risk factors resulting in foodborne disease outbreaks in the catering industry - A	Food Law Enforcement	To investigate the management risk factors which result in foodborne disease outbreaks.

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	case control study.		
Completed. Currently undergoing peer review,	Food law compliance amongst SMEs and effective mechanisms for communication of laws and Best Practice	Food Law Enforcement	This project aims to identify the most effective communication approaches to help SMEs comply with food choice
Completed. Currently undergoing peer review,	Food safety management issues	Food Law Enforcement	This project aims to determine the most likely causes of outbreaks of foodborne illness or injury and the associated management issues in small food businesses.
RISK COMMUNICATION and CONSUMER INVOLVEMENT			
Mar-03	Understanding stakeholder concerns and their reaction to communications in relation to food safety	Risk Communication	To explore how to communicate food related health information more effectively
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May-00	The impact of information content and presentational context on perceptions of specific food risks	Risk Communication	To explore how to communicate food related health information more effectively
Apr-00	Comparison of different sampling techniques to assess public perception of food risk: Development of a surveillance approach	Risk Communication	To use a shortened version of the Perceived Food Risk Index (PFRI) to test a variety of approaches to obtain a valid and reliable instrument for assessing consumer perceptions of food related risk.
Dec-00	Communicating risk uncertainty with the public	Risk Communication	To explore how lay concepts of risk and uncertainty relate to food risk information and food decision making and to identify policy implications
Mar-05	Involving consumers in policy making	Consumer involvement	To test and evaluate participatory consultation methods with low waged workers and young people
Mar-05	Involving consumers in policy making	Consumer involvement	The research project aims to evaluate different methods of direct and indirect involvement of the hard-to-reach citizens in food policy development.

CONSUMER RESEARCH - overseen by Communications Division			
1999/00	Food Standards Agency Monitor	Communications Division	Strategic development research to enable the FSA to improve its knowledge and understanding of consumer attitudes to food safety and to help develop communication strategies.
2000/01	Consumer Attitudes Survey (2000 to present)	Communications Division	To provide a better understanding of attitudes, knowledge, behaviour and awareness among the public with regard to food standards and safety.
2000/01	Good Food Show Stand	Communications Division	Research was required to examine the attitudes of visitors to the FSA stand at the Good Food Show 2000, and to examine how effectively it communicated the food hygiene messages.
2001/02	FSA Annual Tracking 2	Communications Division	Quantitative research to provide the FSA with an understanding of consumer attitudes, knowledge, behaviour and awareness with regards to food safety and food standards.
2001/02	Consumer Attitudes Survey 2	Communications Division	To provide a better understanding of attitudes, knowledge, behaviour and awareness among the public with regard to food standards and safety.
2001/02	Food Hygiene Creative Development	Communications Division	Research to explore responses to advertising and promotional material to inform the development of the food hygiene campaign.
2001/02	Food Hygiene 2001 Pre/Post Advertising	Communications Division	Research to evaluate attitudes of catering professionals towards food hygiene, both before and after the campaign.
2001/02	FSA Website Development 2	Communications Division	Creative Research was commissioned to conduct an evaluation of the developing website with particular attention to its usability.
2001/02	Food Hygiene General Public Pre/Post	Communications Division	Research to evaluate the effectiveness of the first wave of advertising for the food hygiene campaign.
2001/02	Food, Culture and Food Scares	Communications Division	Research to explore public perceptions of some of the fundamental issues in food purchase and consumption.
2001/02	Development of a New FSA Website	Communications Division	Research to inform the development of a new consumer-orientated food standards and safety issues website to replace the current online service.
Apr-02	Food Fundamentals	Food safety / food scares	Aim to understand different attitudes and approaches to food trends and reactions, food scares and what triggers them, to explore the role the FSA could play in reassuring and informing the public with regard to food safety. (Focus Group was research meth

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Mar-02	Public Attitudes to Genetic Modification	Food safety / GM	To examine the public's concerns, understanding and attitudes towards genetic modification, particularly GM foods. (Focus Group was research method used).
Mar-02	Future of Food and Farming	Sustainability; healthy eating and food safety; information and labelling; food production methods	To help inform FSA input into Sir Donald Curry's Commission on the Future of Farming and Food. Group discussions was research methods used.
Apr-02	FSA Scotland Consumption and Purchase of Fish		Home Interviews was research method used.
Jul-02	Food Hygiene Campaign Report	Food borne illness - food hygiene and preparation	To conduct pre and post campaign evaluation of FSA's Food Hygiene Campaign. Interviews in catering establishments was research method used.
Sep-02	Acrylamide and use of language in the media	Food safety/ Acrylamide	To conduct in depth qualitative research to look at what consumers took out of the acrylamide story and how the language used influenced the media; how consumers generally interpret common terms used by the FSA; whether more consumer friendly language could be used. (House interviews and discussion groups were research methods used).
2002/03	Food Allergy Labelling	Communications Division	Research to examine consumer understanding of current labelling with a view to developing new labels if necessary.
2002/03	Teenager & Nutrition Strategy	Communications Division	Qualitative research in order to explore the relationships which young people have with food and to identify triggers which will engage them and motivate them to adopt healthier eating patterns.
2002/03	HACCP Creative Development	Communications Division	Creative development research amongst food retailing and food processing businesses to evaluate a proposed pack, designed to raise awareness of HACCP.
2002/03	FSA Trade Callers Research	Communications Division	Survey of users of the FSA Food Hygiene information line, to evaluate the information line and the information pack they were sent.
2002/03	Monthly Tracking	Communications Division	To track awareness of the FSA, food safety concerns and confidence measures to protect consumer health.
2002/03	FHC - Barbeque Pre/Post Advertising Research (May/June 2002)	Communications Division	Omnibus research to evaluate the second wave of advertising to highlight the dangers of inadequate food hygiene.
2002/03	Pre/post Food Hygiene Campaign Evaluation Autumn 2002 (trade)	Communications Division	Phase 2 Campaign evaluation research.
2002/03	Evaluation of Turkey Advertising Xmas 2002	Communications Division	Campaign evaluation research on the effectiveness of TV advertising to remind people to cook turkeys

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			thoroughly.
Feb-03	Public Knowledge of BSE	Food safety/ BSE	To examine levels of concern about BSE relative to other issues among the general public. To establish how it has changed over time and the reasons for this. (Interviews was research method used)
2002/03	Food Hygiene NW Test Advertising Evaluation	Communications Division	Research to evaluate the effectiveness of the TV campaign.
Quarterly	Tracker Omnibus Quantitative Survey	Wide range of FSA policy areas	The questions tracked covered: concerns about food safety in general; concerns about particular food safety issues; confidence in current measures being taken to protect health with regard to food; confidence in the role of the FSA. Additional questions added from time to time including concern about GM and unprompted concerns about food issues.
Jan-03	Christmas Turkey Advertising Campaign	Food borne illness / food hygiene and preparation	To evaluate impact of December 2002 turkey television advert. Survey / Interviews were research methods used.
Feb-03	Autumn 2002 Food Hygiene Campaign	Food borne illness - food hygiene and preparation	To evaluate effectiveness of second burst of food hygiene campaign launched 29 October 2002. Questionnaire was research method used.
Sep-03	Reputation Audit Among Opinion Leaders	FSA reputation and knowledge	To examine and provide insight in to the knowledge, attitudes and reputation of the FSA amongst opinion leaders to provide a quantitative and qualitative assessment of this. (Interviews was research method used)
Sep-03	Consumer Concerns and Perceptions of the FSA	FSA reputation and knowledge	The FSA have identified a consumer segment whose views carry more weight in determining the general public's perceptions of them as an agency. This segment is characterised by being ABC1, concerned about food issues and more likely to read the broadsheet
Oct-03	Mothers' Views on Semicarbizide and Food Packaging Before and After EFSA Announcement	Food safety / packaging	After an alert in July 2003, EFSA initiated a risk assessment of semicarbizide with regard to glass jar packaging. Much of the publicity focussed on jars in the context of baby food. The aim of the research was to discover what mothers of young babies knew and through about the issue pre and post announcement. Focus Group and indepth interviews were research methods used.
2003/04	Communications Audit of Food Allergy Information	Communications Division	Desk research to explore the availability of information about food allergy and intolerance to key audiences, with the aim of identifying gaps in information

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			provision.
2003/04	Creative Development of "Balance of Good Health" Leaflet Designs	Communications Division	Research to explore reactions to two new designs and their logo variants in terms of ability to communicate the key message of eating these foods in proportions.
2003/04	Evaluation of the Focus on Food Cooking on Bus	Communications Division	Qualitative research to evaluate the effectiveness of the FSA's sponsorship of the bus, which is part of the Focus on Food campaign.
2003/04	Calcium Strategic Research	Communications Division	Qualitative research to evaluate the effectiveness of the FSA's sponsorship of the bus, which is part of the Focus on Food campaign.
2003/04	FSA Website Qualitative Evaluation	Communications Division	Qualitative research to assess how people find food safety information, and what their expectations and opinions of the site are, to guide further development of the site.
2003/04	Reaction to Food Safety and Baby Food	Communications Division	
2003/04	Consumer Reaction to Baby Food Scare	Communications Division	
2003/04	Market Intelligence on Catering Establishments	Communications Division	Desk research to provide an audit of available information re the UK catering trade.
2003/04	Salt Advertising Strategy Research	Communications Division	Qualitative research to examine the general public's level of awareness and understanding about salt and its dangers, and to provide guidance for developing the most effective creative route.
2003/04	Promotion of Food to Children Omnibus	Communications Division	Survey of attitudes to children's eating habits.
2003/04	Iron and Teenagers	Communications Division	Quantitative research to awareness of the effects of iron deficiency on young women (tables only).
2003/04	FSA : Design of Consumer Version of food.gov.uk	Communications Division	To design a website that appealed to the type of users the FSA wanted to appeal to, ensuring that the site design was user friendly and develop a suitable name for the site.
Jan-04	To assess the public's reaction to recent news stories about salmon	Food safety / salmon	To assess public reactions to news stories questioning the safety of Scottish farmed salmon. Interviews was research method used.
2004/05	Salt Advertising Campaign Research	Communications Division	Research to evaluate the effectiveness of the advertising amongst the general public and the primary target audience (females, aged 35 and over, C2DE).
2004/05	Public Tracker 2004-05	Communications Division	Research to measure awareness of and confidence in FSA and levels of concern/awareness re food safety issues.

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2004/05	Food Hygiene Campaign June 2004 Pre/post Evaluation	Communications Division	Research to evaluate the effectiveness of the advertising campaign among the general public, focusing particularly on mothers with children.
2004/05	Consumer Understanding of the Health Implications of Salt	Communications Division	Qualitative research to test consumer understanding of the health implications of salt.
2004/05	Food Hygiene Advertising - Communication Check	Communications Division	
2004/05	Evaluation of Impact of Cooking Bus 2004	Communications Division	
2004/05	Consumer Understanding of Food Scares	Communications Division	
2004/05	Salt Tracker	Communications Division	
2004/05	Sudan 1 Omnibus Research	Communications Division	
2004/05	Sudan 1 Qualitative Research	Communications Division	
2005/06	Salt Campaign - Further Creative Development	Communications Division	
2005/06	Public Tracker	Communications Division	To track awareness of the FSA, food safety concerns and confidence measures to protect consumer health.