

If you would like to participate in the research, or would simply like more information, please get in touch. My details are:

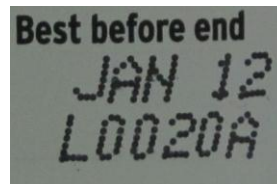
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For more information about the CONANX programme, visit our website:

[www.sheffield.ac.uk/conanx](http://www.sheffield.ac.uk/conanx)  
or speak to Professor Peter Jackson  
Tel: 0114 222 7908

This project has been ethically approved by the European Research Council and the University of Sheffield



## Consumer Culture in an Age of Anxiety (CONANX)



## Food, Risk and Anxiety

# FOOD, RISK AND ANXIETY

This is an invitation to participate in a research project. It is intended to provide you with the information you need to decide whether to participate or not. If you have any further questions, please contact me using the details on the back of this leaflet.

## ABOUT THE RESEARCH

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The research project is part of a four year study funded by the European Research Council. It is investigating concerns about food from producers right through to the home.

This project looks at how consumers use food safety labeling, particularly 'use-by' and 'best-before' dates. It is interested in understanding how these dates are used in day to day life. The project will also examine how policy makers, retailers and manufacturers think people use date labeling.

## WHY ME?

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We all eat every day, and are all affected by the ways in which the safety and quality of food is established and labelled. Therefore it is important that research into food is conducted with people from a range of social and cultural backgrounds.

## WHAT WILL IT INVOLVE?

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A number of small group discussions are being held in Sheffield and in Norfolk. Should you choose to participate, you will attend a discussion meeting, probably with people you already know.

The meeting will last an hour and a half, during which time I will be asking questions about how you use food labels, and their role in food shopping.

The purpose of the research is to talk about your values, attitudes and opinions about food. No other expertise or prior knowledge is required. What is of interest is hearing how people talk about how this information is used in their daily lives.

## WHAT WILL HAPPEN NEXT?

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The discussion will be digitally recorded, transcribed and anonymised. It will then be analysed together with the recordings of the other group meetings.

When the data from the focus group has been analysed, it will be used in the production of a report and academic publications. The findings will also be presented to the Food Standards Agency.

An accessible summary of the findings will also be published on our website at the end of the project, and can be sent to you in hard copy if you would like.

## WHAT WILL TAKING PART ACHIEVE?

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The combined discussions from the different groups will help formulate recommendations to policy makers like the Food Standards Agency about the regulation of food safety. I also hope that the groups will provide you with an enjoyable opportunity to share and discuss your questions and concerns about food.

## WILL IT BE CONFIDENTIAL?

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Absolutely. All the transcripts will be made anonymous using a pseudonym and any personal information collected during the course of the research will be strictly confidential. None of the audio recordings will be used for any other purpose than analysis. No-one outside the project will have access to them without your consent.

## WHAT IF I HAVE A COMPLAINT?

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The contact details for Professor Peter Jackson, who is in overall charge of the project, are on the back of this leaflet.

## WILL I BE COMPENSATED FOR MY TIME?

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Yes. Each participant will be given £10 to thank them for the time they have given up to help with the research. Refreshments will also be provided at the meetings.