

## ACSS Members Update

July – September 2021

### Project highlights

- **Food and You 2:** The team are working on Wave 2 outputs (as listed in upcoming publications) and will shortly commence analysis of Wave 3 data (fieldwork: April-June 21), with findings due to be published in January 22. Fieldwork for Wave 4 is provisionally due to take place between October and December 21, with findings due in summer 2022.
- **Kitchen Life 2:** The pilot study, with 2 domestic and 2 commercial kitchens, was completed in July. The aim of the pilot was to test the logistical elements of the research, including recruitment and video camera set-up. The pilot also gave the opportunity to trial the analysis approach and devise a framework for analysing mainstage fieldwork. Recruitment for the main study is now underway.

### Other News

- **The Wider Consumer Interests Programme:** We are expanding the scope of our evidence gathering to include wider interests of consumers in relation to food, giving perspective into wider food policy and provides evidence on some of the big challenges in the food system such as diet and nutrition, sustainability of food, food insecurity, provision, and choice. We are exploring the possibility of an ACSS working group to inform this work and are currently drafting a proposition paper to share with the committee.
- The first [quarterly FSA SAC newsletter](#) was circulated to all SAC members on the 1<sup>st</sup> October. Bespoke updates to ACSS members will continue, with a focus on work within the Analytics Unit and ACSS specific news.

### Upcoming events

- 1<sup>st</sup> Nov: Publication of ACSS CCCB working group report - *The impact of climate change on consumer food behaviours: Expert engagement*.
- 3<sup>rd</sup> Nov 3-5pm (Virtual): Assurance working group meeting to evaluate tenders for development of a Quality Assurance Toolkit / Checklist,
- 26<sup>th</sup> January 1-4pm (Virtual): ACSS plenary

## Recent publications

### June (previously flagged as upcoming):

- [Survey of consumers practices with respect to coated frozen chicken products.](#) Online survey collecting data on frozen chicken products.
- [Emerging Technologies that will impact on the UK food system.](#) A rapid evidence assessment of the emerging technologies considered most likely to have an impact on the UK food system and food safety over the coming decade.

### July:

- [Food and You 2: Wave 2 Key Findings.](#) Biannual official statistic survey with consumers (16 years old and over) living in private households in England, Wales and Northern Ireland. Wave 1 modules include: Food we can trust; Concerns about food; Food security; Food shopping; and Eating at home (food safety).
- [Consumer perceptions of genome edited food:](#) Mixed methods research to understand consumer perceptions of genome edited food and its potential future labelling (deliberative dialogues, online community, survey).
- [The COVID-19 consumer research:](#) Mixed methods to monitor the experience and behaviours of consumers when it comes to key food risks during the pandemic.

### August:

- [AMR consumer research report:](#) Findings from online omnibus surveys run with a nationally representative UK sample in 2016, 2019 and July 2021. The survey explores consumer awareness and understanding of AMR, with the three timepoints allowing change over time to be identified.
- [Qualitative research into the consumption of food with expired 'use by' dates:](#) The FSA wished to discover more about the drivers of consuming food after the UBD, and barriers to compliance with the UBD. Participants took part in two depth interviews and an app-based diary between designed to explore the reasons why they consume food past the UBD.

### September:

- [FSA Consumer segmentation:](#) Consumer segmentation is a way of grouping consumers based on common characteristics. The FSA categorises people based on their attitudes to food and their reported hygiene and food safety behaviours.
- [FSA consumer research exploring communications on food safety messaging:](#) Research to understand current behavioural drivers and attitudes towards communicating food safety messages and how they vary by audiences.

## October:

- [Food Sensitive Study \(Quality of Life\) Wave 1 Report](#): Survey findings exploring the impact of food hypersensitivity on quality of life.
- [Consumer Handwashing Research: Handwashing in a Pandemic](#): Mixed methods research providing an overview of consumer handwashing behaviour during the pandemic.

## Upcoming publications

- Food and You 2 secondary report on FHRS (TBC, Oct)
- The impact of climate change on consumer food behaviours: Expert engagement (1<sup>st</sup> Nov)
- Food and You 2 Waves 1-2 country-specific reports for Wales and Northern Ireland (TBC, Nov/Dec)
- Food and You 2 Wave 3 Key findings (TBC, Jan 22)