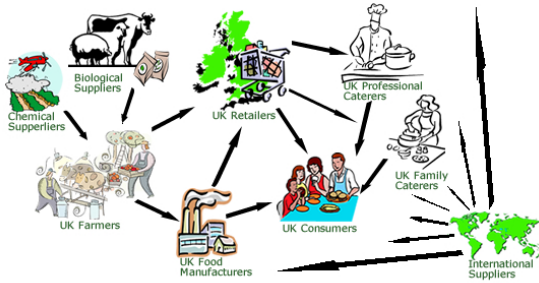


choosing ~ eating ~ living



Choice and Risk – Two sides of the same coin

Today's consumers expect to be able to purchase a wide choice of healthy, safe and nutritious food.

Ironically, this choice also creates a wider variety of risks (both in nutrition and food safety). Minimising risk in modern world-wide food supply chains with complex food processing technologies is not a trivial task. IFR works with a variety of stakeholders (consumers, retailers, producers, UK & international governments) to help achieve this goal.

VOICE Project - Promoting healthier "snack foods" in a village store

Are healthier foods available to everyone?

- Little is known about food choice in rural areas
- Increasing village store closures may restrict food availability
- It can be difficult for small rural shops to offer a wide range of foods, including fresh fruit and vegetables
- Factors such as inadequate transport could be limiting some villagers' ability to select a healthier diet

VOICE is investigating how the availability of healthier food choices could be improved in village stores. Shoppers were consulted on their preferences and we are now testing out how healthier "snack foods" can be promoted in village stores. It is intended that this work (commissioned by the Food Standards Agency) will help enhance village store food choice UK-wide.

VOICE



FOOD
STANDARDS
AGENCY

www.ifr.ac.uk

www.ifr.ac.uk/voice
www.food-research.info/risk

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Choice and Risk

Quantitative Microbial Risk Assessment - Assessing the safety of the food chain now and in the future

IFR carries out mathematical modelling and quantitative assessments aimed at improving our understanding of food-borne hazards, particularly those associated with bacterial pathogens.

We are using and integrating data from several sources including the National Diet and Nutrition Surveys, surveillance statistics for infectious intestinal diseases and specialist reports concerning community outbreaks of food poisoning.

IFR is a partner in the joint Research Councils' Relu-risk project whose aim is to improve the effectiveness and sensitivity with which food chain risks are handled, particularly in relation to both stakeholder involvement and impacts on the rural community.

EU Safe Foods Project

IFR is involved in international food safety management policy development. The EU SAFE FOODS project aims to promote the safety of the European food chain and strengthen consumer confidence in the food supply.

Research scientists at IFR are collaborating with partners in Denmark, Germany, Greece, the Netherlands, Norway and Slovenia to answer questions such as:

- What are consumer perceptions of food risk management?
- Do consumers and food safety professionals differ in their perceptions of food risk management?
- What factors drive consumer confidence in food risk management?
- How can risk information be communicated more effectively?