Realigning UK Food Production and Trade for Transition to Healthy & Sustainable Diets: An Update for WP4

Professor Michael Bourlakis & Dr Hafize Sahin Ersoz
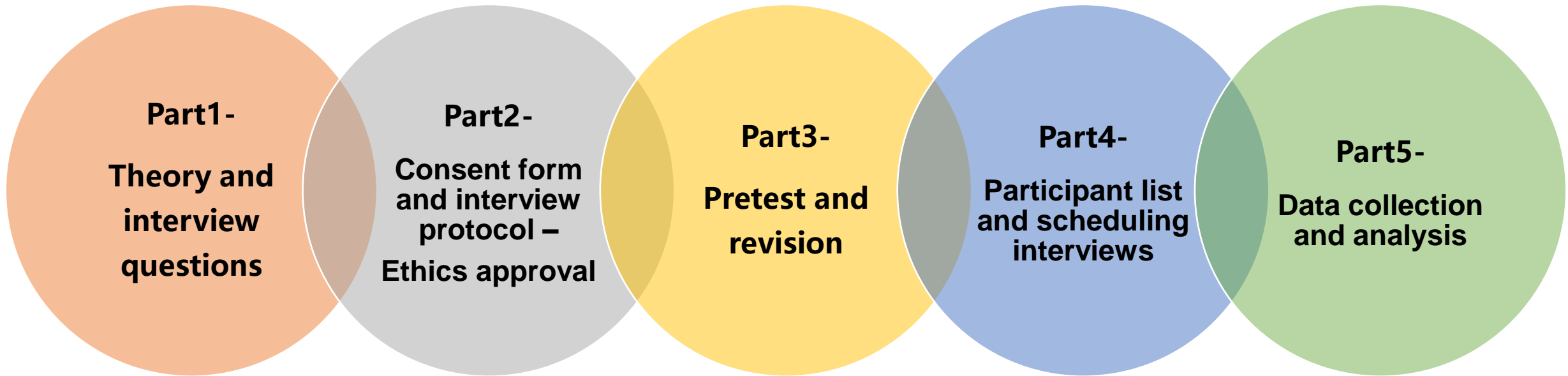
www.cranfield.ac.uk

Timeline

Project Work Plan

Activities	Year 1												Year 2											
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Project set up-research collaboration agreements and contracting arrangements	■	■	■																					
PDRAs in position					UoR & UOC																			
Project Management Board Meetings			■			■			■			■			■			■			■			■
Project Advisory Board Meetings			■									■									■			
WP 1 Diet optimisation			■	■	■	■																		
WP 1 Discrete Choice Experiment							■	■	■	■	■	■												
WP 2 Baseline modelling							■	■	■															
WP 2 Scenario design									■	■	■													
WP 2 Analysis											■	■	■	■	■	■								
WP 2 Environmental impact indicators																■	■	■						
WP 2 Regional Analysis.																		■	■	■				
WP 3 Trade policy – legal perspectives							■	■	■	■	■	■	■	■	■	■	■	■	■					
WP 4 Supply chain innovations							■	■	■	■	■	■	■	■	■	■	■	■						
WP 5 Industry and stakeholder interactions												■	■	■	■	■								
WP 5 Consumer response to supply chain innovations and industry led innovations																	■	■	■	■				
Conference presentations																				■		■		■
Dissemination:																								
Policy briefs																■	■	■	■	■	■			
Policy dashboard																						■	■	■
End-of- project stakeholder workshop																								■

WP4

- Structured Literature Review & Conference Paper

- Selected Commodities: Bread / flour, Fresh & processed vegetables, Beverages / soft drinks

- Value Chain Mapping: Key Informants from these selected commodities

- Qualitative data - interviews (challenges, structural changes needed, barriers etc.)

- Validated by workshops with key stakeholders

Qualitative Interviews (May – October)

Part1-

Theory and interview questions

Part2-

Consent form and interview protocol – Ethics approval

Part3-

Pretest and revision

Part4-

Participant list and scheduling interviews

Part5-

Data collection and analysis

Next steps

- Update Project Board Meeting

- Identify interview participants and send invitations

1

2

3

- LRN Full paper

THANK YOU!
Q&A