

The background features abstract, overlapping green geometric shapes in various shades, including light lime green, medium green, and dark forest green, creating a modern and dynamic feel.

Realigning UK Food Production and Trade for Transition to Healthy and Sustainable Diets

**Work Package-5: Industry initiatives and
consumer study**

WP-1: Main Components

1. Co-design activities to identify feasible industry initiatives
2. Examine potential consumer responses to the industry initiatives

1 - Co-design activities to identify feasible industry initiatives

- ▶ Industry partners in the identified sectors of the food industry (i.e. industry/manufacturer associations/bodies, retailers, etc.)
- ▶ In depth interviews and workshops will be conducted with industry managers (e.g., product developers, marketing managers) and academics
- ▶ **Output:** set of suggested industry initiatives based on a sound understanding of the technical capacity, incentives/disincentives and constraints of the industry in launching/joining such initiatives
- ▶ Examine the enabling policy and regulatory environment needed to facilitate industry initiatives

2 - Examine potential consumer responses to the industry initiatives

- ▶ Examine potential consumer responses to the industry initiatives previously identified
- ▶ Consumer survey and a discrete choice experiment where consumers are offered food products with different levels of the initiatives applied to them (e.g., extent of reformulation, environmental, nutrition or health information provided)
- ▶ Understand the relative efficacy of different industry initiatives and supply chain innovations in steering consumers towards healthier and sustainable food choices