PARTICIPANT INFORMATION SHEET

<table>
<thead>
<tr>
<th>Name of Study</th>
<th>Understanding what consumers think about meat</th>
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<tbody>
<tr>
<td>Name of Investigator</td>
<td>Stephen Whybrow</td>
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You are invited to take part in a research study. Before you decide whether to volunteer, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully. Talk to others about the study if you wish.

Please do not hesitate to contact us (see below) if there is anything that is not clear or if you would like more information.

What is the purpose of the study?
Changing our diet could be beneficial to both our health and the environment. However, moving to a more sustainable diet will require shifts in eating habits. This study is designed to find out what people think about meat. Information from this study will be used in a followup study that will ask people to rate the importance of the properties of meat when they are choosing what to eat.

Why have I been chosen?
We are inviting people to take part in focus groups discussion sessions. There will be audio and video recorded for analysis after the session. The audio and video recordings of your activities made during this research will be used only for analysis, and no one outside the project will be allowed access to the original recordings. The session should last no more than about an hour, and we are aiming to have four or five other participants at each discussion group.
**Do I have to take part?**

It is entirely up to you whether you want to take part in this study or not. If you do decide to participate, you will be asked to initial and sign an informed consent form that shows you fully understand the study and agree to participate in the study. You are free to withdraw at any time, without giving a reason.

**What will happen to the samples I give?**

This research involves no invasive procedures and will not collect any samples.

**What will happen to the information that I provide?**

This research consists of one focus group session that will be audio and video recorded. These recordings will be used by the project team to interpret the session. No notes will be taken of personal data. Paper documents, such as the consent form, will be stored in a locked filing cabinet. Electronic files, such as the audio and video recordings of the focus group, will be stored on University of Aberdeen computer servers. Access to both will be restricted to members of the project team and, if required, auditors. Anonymised data may be included in reports and publications. Where it does, we will ensure that no one can be identified from them. This information will be archived after the end of the project and destroyed securely after ten years from the end of the project.

The University of Aberdeen is the sponsor for this study based in the United Kingdom. We will be using information from you in order to undertake this study and will act as the data controller for this study. This means that we are responsible for looking after your information and using it properly. The University of Aberdeen will keep identifiable information about you for 10 years after the study has finished.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, we will keep the information about you that we have already obtained. To safeguard your rights, we will use the minimum personally-identifiable information possible.

You can find out more about how we use your information from http://www.abdn.ac.uk/privacy and/or by contacting Iain Gray, University Data Protection Officer.
Expenses and payments
A small gratuity (£10 voucher) will be paid as a thank you for your participation in this project and as a
contribution towards travel costs. Refreshments will be provided during the focus group.

What are the possible benefits of taking part in the study?
There will be no direct benefits to you, however the ideas generated will be used to help us understand
what consumers regard as important when they are deciding what to eat. This information will be used
to help promote dietary change.

What if there is a problem?
At any time during the study, if you have a complaint or a concern that you have been unable to resolve
with the Chief Investigator, you may contact the Head of the Human Studies Management Committee,
Prof Baukje de Roos (Tel: 01224 438636, email: b.deroos@abdn.ac.uk). The University of Aberdeen
carries indemnity insurance for any harm or adverse event.
At any time during the study, if you have a complaint or a concern regarding the collection, analysis and
storage of your data that you have been unable to resolve with the Chief Investigator, you may contact
the Data Controller of the University (Tel: 01224 272596, email: dpa@abdn.ac.uk).

Who has reviewed this study?
The Rowett Institute Ethics Panel has approved the study.

Who is organising and funding the research?
The study is sponsored by the University of Aberdeen, run by The Rowett Institute, and is funded by the
Scottish Government’s Rural and Environment Science and Analytical Services Division.

Will my taking part be kept confidential?
All information collected during the research will be kept strictly confidential. During the study you will
assigned a study number and all data will be coded such that they will be anonymous. Your study number
can be traced back to you by the chief investigator only.
University of Aberdeen will use your name and contact details to contact you about the research study
and to oversee the quality of the study. Individuals from the University of Aberdeen and regulatory
organisations may look at your research records to check the accuracy of the research study. The only
people in the University of Aberdeen who will have access to information that identifies you will be

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people who need to contact you to carry out the research study or audit the data collection process. The people who analyse the information will not be able to identify you and will not be able to find out your name or contact details.

**CONTACT FOR STUDY**

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