



Food Standards Research

At the Ipsos-Eureka Social Research Institute, we have a dedicated team of research consultants who work with state and federal governments to optimise community outcomes through research in the areas of:

- food safety knowledge, skills and practices
- attitudes and understanding of food standards and labelling
- awareness, information, education, and consultation on food safety and standards issues

What we provide

Using a range of qualitative and quantitative research techniques, we conduct studies to help inform and guide policy making, programs and information campaigns in the area of food safety and standards.

We have experience undertaking in-depth analyses of complex food safety policy and research issues, and using stakeholder feedback to develop valuable and actionable recommendations.

We are also proficient in:

- literature reviews
- comparative studies
- observational studies
- program/policy evaluation
- policy/strategy development
- communication strategy development

We tailor our services to suit the specific needs of your organisation and deliver high-quality research which is comprehensive and insightful.

Expertise

Our consultants possess relevant tertiary qualifications and extensive experience in social research. Where there is need to supplement our capacity or skills in order to undertake a particular project, we employ highly specialised experts who are based across Australia, including regional and rural areas.

Working Relationships

We form close working relationships with our clients. Ipsos-Eureka's relationship with our clients does not end at the completion of particular projects. We strive to build our knowledge and understanding of partner organisations to inform quality research now and in the future.

Clients

Our clients include state and commonwealth government departments and agencies, public and private services, consumer groups and peak bodies. We recently conducted a series of studies for the *Victorian Department of Human Services* on food safety practices, knowledge and skills among food businesses.

Case study – Food Standards Australia New Zealand (2009)

This project involves contacting consumers in Australia and New Zealand to investigate their awareness and understanding of vitamin and mineral additives in processed foods. Qualitative group discussions and ethnographic techniques are employed to access the beliefs and opinions of consumers, and to observe their use of product packaging when making food purchasing decisions. Results of this research will be used to guide communication with the Australian and New Zealand public about vitamin and mineral supplementation in foods, and to inform product packaging guidelines.

Our portfolio leader

Emma Rowland
emma.rowland@ipsos.com

Emma is a dedicated social researcher, having spent the majority of her career working with Government and not-for-profit organisations to provide relevant, actionable research. She is proficient in a wide range of qualitative and quantitative techniques, with a particular emphasis on advanced statistical methods for finding the 'story' in the data.

Emma is currently studying a Masters degree in Statistics and Operations Research from RMIT, and has a Psychology degree (first class honours) from the ANU. She is an active member of the Australian Market and Social Research Society and a Qualified Practising Market Researcher.

Offices in Canberra, Sydney, Melbourne and Brisbane

Up close we see certain details. But when we step back we discover something else.

