

Participant Information

Study title: Exploring food industry perspectives on policies targeting ultra-processed foods (UPFs)



Executive Summary



Thank you for taking part in a background call, it was great to meet you and we would like to invite you to take in our study.

Before you decide whether or not to participate, you need to understand why the research is being carried out and what it would involve for you.

Please take time to read the following information carefully.



Key information

What will I have to do?

You are invited to take part in a ~30 minute online or in person one-to-one interview.

The aim of the interview is to understand your views on ultra processed foods, how they are understood within the food industry and how companies may respond to related policies.

Do I have to take part? Participation is entirely voluntary. Should you decide to take part, you are free to decline or withdraw at any time without reason.

Are there any risks or benefits? There are no anticipated risks to taking part in this study other than giving up a small amount of your time. Taking part provides an opportunity to share your views and help ensure that research and policy discussions are informed by industry perspectives.

Why are we doing this study?

This study is part of a wider NIHR-funded research programme examining potential policy mechanisms to reduce the consumption of ultra-processed foods (UPFs) in the UK. **We are interested in understanding how people working within the food industry view UPFs, potential policies aimed at reducing UPF consumption and how companies may respond to these policies.**

Why have I been invited?

Because you currently work, or have recently worked, in a strategic role within a large food company operating in the UK. **Your professional experience offers an important perspective on how the food industry understanding and responds to discussions around UPFs.**

What will happen to the information I provide?

With your consent the interview will be **audio-recorded** so that we can accurately capture the discussion. **All information you provide will be kept confidential and identifying details such as your name and organisation will be removed from transcripts.** Data will be stored securely at the IMS Epidemiology Unit, University of Cambridge and handled in line with UK data protection regulations. All research data will be securely and kept for the minimal time required. The study data will then be fully anonymised and securely archived or destroyed.

The University of Cambridge is the data controller for this study. Further information about the University's data protection policies and how your personal data will be used as a research participant can be found at:

<https://www.information-compliance.admin.cam.ac.uk/data-protection/research-participant-data>

We have procedures in place to deal with any **suspected personal data breach**. We will tell you and applicable regulators when there has been a breach of your personal data when we legally have to. For further details about UK breach reporting rules [visit the Information Commissioner's Office \(ICO\) website](#).

Please see our study webpage (<https://studies.epi.ims.cam.ac.uk/exploring-industry-perspectives-on-ultra-processed-food-policy>) for more information on you will be used and stored.

What will happen to the results of this study?

The findings from this study will be used to inform research on policies aimed at improving diets in the UK. Results may be published in academic journals, reports, or policy briefings. No information that could identify you or your organisation will be included in any publications or presentations. You will be asked if you would like to receive a copy of the project findings.

Funders

The study is organised by researchers at IMS Epidemiology, University of Cambridge. It forms part of a wider research programme funded by the National Institute for Health and Care Research (NIHR).

Research team

Dr Olivia Alliot, Lead Researcher
Professor Jean Adams, Senior Researcher

Contact

Email: Liv.UPFStudy@ims.cam.ac.uk

Study start date

18 May 2026

Study end date

01 Apr 2027



Please complete the next steps on the online form to participate in our research.

Please get in touch with any questions, or if you require any additional information.



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