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**The Food Industry's
Provision of Allergen
Information to
Consumers:
Research Technical
Appendix**

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Sampling

The study comprised of four phases combining survey and qualitative research techniques:

- A scoping phase comprising of nine qualitative interviews with key industry stakeholders to ensure up-to-date knowledge of the business landscape;
- A quantitative survey of 2,303 food business operators (FBO) to enable robust statistical analyses of FBO practices in relation to allergens;
- A small survey of 55 market traders (stalls and mobile food vans).
- Follow-up qualitative interviews with 21 FBOs and market traders that had taken part in the survey to provide in depth insight into particular areas of interest

This chapter outlines additional technical information not covered in the main research report.

Survey of food business operators (FBOs)

The survey of FBOs was targeted towards those that sold or served food that was non-prepacked and contained mixed ingredients. Relevant sectors were selected using the UK Standard Industrial Classification (SIC) 2007. The specific SIC codes identified for the research and the sector groups used to categorise them are listed in Table 1 in the main report.

A number of exclusions were made where sectors were considered to be out-of-scope of the research and these were agreed with the Food Standards Agency (FSA) and Food Standards Scotland (FSS) before the final sample was drawn. The sub-sectors or specific business types exempted from the research are listed below:

- 'Cash and Carry wholesalers' as well as a number of other minor categories within the 47.29 SIC code;
- 'Clubs' from the SIC classification of 56.30/1 on the assumption that very few (if any) would handle food items with mixed ingredients either loose or packaged on site¹;

¹ This builds on IFF's experience of drawing sample for the FSA study 'Evaluating Guidance on E.coli Cross Contamination' (see paragraphs 2.7 and 2.8 of the Technical Report).

- 'Greengrocers' (SIC Code: 47.21) given that they were likely to sell single-ingredient food items (for example, sticks of celery – thus making it relatively obvious to the consumer that the allergen is present). Fishmongers (47.23) however were deemed eligible for the research on the premise that they would sell mixed-ingredient products (e.g. seafood cocktails and fish pie fillings).

As discussed in the methodology chapter of the main report, there is no publicly available population data for FBOs that sell or serve food that is non-prepacked or its subcategories such as PPDS, and which contain mixed ingredients. To inform the sampling approach, it was therefore necessary to estimate the population by using eligibility rates from the 2012 survey (i.e. the proportion of all FBOs found to sell non-prepacked foods, collated at sector level) and apply these rates to the latest UK-level business population data from the Inter-departmental Business Register (IDBR). Where eligibility rates were unavailable (i.e. for the leisure and entertainment sector), the eligibility rate was assumed to be 50%.

Table 1 presents the IDBR population data, the eligibility rate and the estimated number of eligible FBOs for each of the sectors covered by the survey.

Table 1: Estimated population of eligible businesses

Sector	IDBR Population (n)	Eligibility rate (%)	Eligible population (n)	Proportion of eligible population (%)
Hotels	13,185	81%	10,680	4.4%
Pubs and bars	39,125	50%	19,563	8.0%
Restaurants and cafes	105,395	98%	103,287	42.1%
Leisure and entertainment	9,000	50%	4,500	1.8%
Caterers	29,180	59%	17,216	7.0%
Butchers	6,290	78%	4,906	2.0%
Bakers	7,640	91%	6,952	2.8%
Fishmongers	1,195	33%	394	0.2%
Delicatessens	5,475	50%	2,738	1.1%
General retail	66,210	31%	20,525	8.4%
Care homes and hospitals	37,405	64%	23,939	9.8%
Pre-primary and primary education	30,285	75%	22,714	9.3%
Other education	11,670	50%	5,835	2.4%
Defence and justice	2,025	19%	385	0.2%
Other large employers	9,435	19%	1,793	0.7%
Total	373,515	66%	245,427	100%

Once the population of eligible businesses had been derived from the IDBR, survey interview targets were initially applied to each sector at a UK-level in proportion to the underlying population and then modified to oversample those sectors where sample sizes would have been too small for robust analyses. These UK-level targets were then split across England, Northern Ireland, Scotland and Wales in line with agreed minimum targets for each country.² Furthermore, within each country, FBO survey interview targets were set to ensure a representative size profile within each sector. Table 2 presents the interview targets by country and sector.

² 1,200 in England, 500 in Northern Ireland, 500 in Scotland and 500 in Wales.

Table 2: FBO survey interview targets by sector and country

Sector	England (n)	Northern Ireland (n)	Scotland (n)	Wales (n)	Total (n)
Hotels	56	23	23	23	125
Pubs & bars	100	42	42	42	226
Entertainment	44	19	19	19	101
Restaurants & cafes	444	185	185	185	999
Caterers	89	37	37	37	200
Butchers	44	19	19	19	101
Bakers	44	19	19	19	101
Fishmongers	22	9	9	9	49
Delicatessens	44	19	19	19	101
General retail	107	44	44	44	239
Care homes and hospitals	67	28	28	28	151
Pre-primary and primary education	67	28	28	28	151
Other education	27	11	11	11	60
Defence and justice	22	9	9	9	49
Other large employers	22	9	9	9	49
Total	1,200	500	500	500	2,700

Following the design of the interview targets, an initial sample of 19,653 businesses was drawn from Market Location's Business Database. Market Location was chosen because of their comprehensive coverage of businesses. They are a data owner rather than a data aggregator, licensing data to 97% of the UK's business directories, including The BT Phonebook, 192.com, 118 118, 118 500, Bing, Google Maps and Dun & Bradstreet. All Market Location records are supplied with a telephone number and on a 12-month update cycle. The sample was drawn at establishment level to ensure that the research could capture localised experiences and understand what is happening 'on the ground'. This meant that interviews could be conducted with more than one branch of a single organisation, although the number of branches was capped at five per organisation. Head offices were excluded from the sample given that these sites were unlikely to sell food to the public.

Towards the end of mainstage fieldwork, a top-up sample of 900 records was sourced from Market Location's Business Database to help make up shortfalls within specific sectors and size bands. Information on response rates for the FBO survey can be found in the 'Weighting' chapter.

Survey of market traders

Market traders, including food stalls and vans, were an important group to cover in this research due to their likelihood of selling non-prepacked, mixed ingredients foods to consumers. However, the lack of reliable population data for this group presented challenges in terms of integrating their data with other FBOs. For this reason, as well as other methodological reasons outlined below, market traders were interviewed separately from the rest of the FBO population.

To ensure a spread of different types of markets, 5 different survey areas were targeted for interviews. These included the three devolved nations (Wales, Scotland and Northern Ireland), while England was split between London and another English region. In total interviews covered 10 different markets within these broader survey areas, as shown in Table 3.

Table 3: Markets covered in the market trader interviews

Survey region	Market
London	Walthamstow Market
London	Lloyd Park Market
London	Monument Market
England - other	Macclesfield Treacle Market
Northern Ireland	St George's Market, Belfast
Scotland	Edinburgh Farmers' Market
Scotland	Grassmarket, Edinburgh
Scotland	Leith Farmers' Market
Wales	Cardiff Central Market
Wales	Swansea Indoor Market

To overcome challenges around reaching a particularly mobile respondent group, this element of the survey required a discrete face-to-face recruitment exercise before telephone interviewing could begin. Initially, local authorities were contacted to scope out suitable markets for the research and to obtain appropriate permissions to visit the markets for research purposes (in some cases these permissions were obtained by other contacts such as market inspectors).

Researchers from IFF Research then visited the selected markets, where they provided market traders with information about the research and invited them to complete the main survey over the telephone at a time convenient to them. In line with the main survey, stalls selling fresh fruit and vegetables were excluded from the survey on the basis that they were only likely to sell single-ingredient items, which were out of scope for the survey as it is relatively obvious to consumers in these cases whether allergens are present.

In total, 103 market traders agreed to participate in the survey during the face-to-face recruitment exercise. Table 4 presents a breakdown of the starting sample for the survey of market traders by survey area.

Table 4: Starting sample for the survey of market traders

Country / area	Market stall	Van	Total
London	25	2	27
England – other	25	0	25
Northern Ireland	19	0	19
Scotland	8	1	9
Wales	23	0	23
Total	100	3	103

Follow-up qualitative interviews

The sample for the qualitative follow-up interviews was drawn from a pool of food businesses who had taken part in the quantitative surveys (both the FBO and Market Trader surveys), and who had indicated willingness to take part in a follow-up interview. Overall, 1,561 out of 2,303 FBO survey respondents (68%) gave permission to be re-contacted about the follow-up interviews. Among market traders, 43 of the 55 respondents who completed the survey (78%) gave permission to be re-contacted for this purpose.

Prior to designing the sampling strategy, the FSA, FSS and IFF Research agreed on a list of topic areas of interest to follow up on in the qualitative interviews (see Table 5). These included topics that were only covered broadly in the survey and therefore required more in-depth investigation to understand businesses’ motivations and behaviours, as well as areas that were not covered in the survey (for example, questions regarding the use of waivers and disclaimers). Once the topics had been agreed, a sampling strategy was developed to ensure interviews were targeted with businesses for whom these topics would be most relevant.

Table 5: Topic areas covered in the qualitative interviews and the implications for the sampling strategy

Topic area	Sampling implications
Precautionary (e.g. ‘may contain’) labelling, including: <ul style="list-style-type: none"> - Reasons for using / not using - Approaches to precautionary labelling 	A minimum target of 10 interviews with businesses that said they had used precautionary labelling in the survey
Current labelling practices and the upcoming PPDS legislative changes <ul style="list-style-type: none"> - Reasons for current labelling processes in relation to PPDS foods - Detail of current approach to labelling PPDS foods - Perceptions of the 2021 food information amendment, including how easy or difficult it will be to comply - Support required to help comply with the new PPDS legislative amendment 	A target of 15 interviews with businesses that said they sold PPDS foods in the survey. A minimum target of 2 interviews with businesses that only label some or none of the allergenic ingredients in their foods A minimum target of 2 interviews with businesses that think it will be difficult to comply with the 2021 food information amendment
Training on allergens <ul style="list-style-type: none"> - Types of training provided to staff - Reasons for not training staff and what would motivate these businesses to train - Challenges faced in keeping staff trained - Areas of current food allergen regulation that staff are less confident about - Business processes that could be improved 	A minimum target of 10 interviews with respondents who said they have received formal training on food allergens

In addition to the topic-based quotas, food businesses were also sampled based on their firmographics (i.e. country, size and sector) in order to meet the aims of speaking to a diverse group of food businesses. Within the broad sector groupings, additional specific targets were set for:

- Restaurants: a target of 6 interviews was set due to it making up half of the survey population in the broad 'Catering' sector.
- General retail: a target of 5 interviews was set, due to survey findings showing that these businesses were more likely than other sectors to report potentially 'risky' practices (e.g. they were more likely to report not always checking ingredients from suppliers, or to report not providing written or verbal information on the 14 allergens).

In total, 2 interviews were targeted with market traders, to ensure they were represented but recognising that they only made up a small portion of the overall food business population.

Initially, 350 records were drawn to meet the target number of follow-up interviews. FBO survey records were drawn in line with the desired country, sector and PPDS business (i.e. whether they sold PPDS foods or not) targets. Other targets, including those for size, businesses providing formal training, businesses using precautionary labelling, those based around particular experiences in relation to PPDS, were left to fall out naturally given their representation in the survey sample was proportionate to the targets set. All of the Market Trader survey re-contact sample was included in the sample.

However, only 150 food businesses were contacted for qualitative follow-up interviews in order to achieve the 21 follow-up interviews. More information on why 21 follow-up interviews were achieved rather than the initial target of 25 can be found in the 'Response rates' chapter. Table 6 presents the profile of sample contacted by country, size, sector and quantitative survey responses.

Table 6: Sample contacted for qualitative follow-up interviews

Survey group	Initial target	Initial sample drawn	Sample records contacted (tried at least once)
England	12-15	183	76
Northern Ireland	5	47	21
Scotland	3-4	68	34
Wales	3-4	52	19
1 to 4	6-8	112	37
5 to 10	6-8	93	41
11+	10-12	145	72
Catering	10	146	56
Restaurants within 'Catering'	6	88	32
Retailers	8	100	62
General retail within 'Retailers'	5	32	26
Institutions	5	61	29
Market traders	Max. 2	43	3
Any PPDS foods sold	15	194	101
Currently label some / no ingredients on PPDS foods	Min.2	46	26
Expect it to be difficult to comply with the PPDS amendment	Min.2	38	31
Received formal training on allergens	Min.10	181	78
Use precautionary labelling	Min.10	210	96

Survey pilot

Given the objectives of comparing the 2020 survey with the 2012 baseline survey, it was important to retain many of the core survey questions in their original form. However, changes were required in order to incorporate a new set of questions on the upcoming legislative changes for PPDS foods, and to adapt screening questions to capture food businesses eligible for these questions. A pilot of 30 interviews was conducted to ensure the amended questionnaire flowed well and to check the interview ran to a suitable length. Pilot fieldwork was conducted between 11th February and 13th February 2020.

The pilot found that the survey was running over the desired interview length as well as revealing some other comprehension issues. To address this, the following changes were made:

Deletions:

- A question asking respondents which country their site was based in was removed as this information was provided in the sample;
- For questions checking which allergens were sold or served, and which of these information was provided for (e.g. A8A and A9), the option to choose allergens not covered by the EU FIC (i.e. the 2014 legislation) was removed.
- Questions checking which allergens 'may contain' and 'free-from' labelling covered were removed (although this was covered in the qualitative follow-up interviews in relation to precautionary labelling more widely).
- A question asking whether customers are asked to sign waivers or disclaimers before purchasing foods was removed and covered in the qualitative follow-up interviews instead.
- A question was removed asking how often food businesses change their meals or the range of products sold or served;
- A question was removed which asked respondents why allergenic ingredients used by their contractors were not checked by somebody working directly for the food business, due to expected low incidence based on the 2012 baseline survey;
- A question asking why businesses did not label all allergens in their PPDS foods was removed and covered in the qualitative follow-up interviews;

Other amendments:

- S7, which checked that food businesses sold mixed ingredient products for screening purposes, was amended to aid respondent understanding;
- For a series of questions which required respondents to choose from a list of allergens (e.g. A8A, A9, etc.), the option to choose allergens not covered by the EU FIC (i.e. the 2014 legislation) was removed.
- A17 question wording was clarified to ensure respondents understood the question was in relation to customer queries about whether foods contained allergens and how businesses go about checking this;
- Questions asking about systems businesses had in place to prevent cross-contamination in relation to food allergens (B2/B3) was amended to refer to 'systems or practices', to enhance respondent comprehension, as 'systems' was only considered to cover formal mechanisms, rather than general business practices.
- The answer options at C1, which asked about current labelling practices for PPDS foods, were simplified due to respondent miscomprehension and to reduce the time taken to administer the question.
- C5 was amended for clarity as the original wording was considered vague and difficult to comprehend.
- D4, which asked who provided formal training on allergens, included an additional interviewer instruction to probe exactly which provider provided training if a response of 'online training' was given.
- D11, which was originally designed to ask how useful up to three FSA / Food Standards Scotland (FSS) resources were, was amended to instead ask which of the resources used was most useful, due to time constraints of asking the same question for multiple resources. D12, a follow-up question to the original D11 (asking why particular resources were not considered useful) was also removed.

Response rates

Survey of FBOs

A total of 18,176 business records, acquired from Market Location’s Business Database, were used over the course of the survey with FBOs. Of these, 2,612 records were ineligible, as the business reported that they did not sell or serve non-prepacked foods or foods made from mixed ingredients. A further 15,564 records were not in scope for fieldwork. For example, 1,616 records had unobtainable numbers and a further 7,947 records could not be reached during the fieldwork period (see Table 7). Response rate calculations do not include these records, given that no firm contact was made. This means that 3,027 records were in the scope of fieldwork (see Table 8). Of these, 2,303 completed an interview. This equates to a response rate of 76%.

Table 7: Sample outcomes of the total sample in scope of study

Sample outcomes	Total (n)	Population in scope of study %
Total in scope of study	15,564	100.00%
Business called 1-10 times but unable to reach target respondent	7,947	51.06%
Appointment made but not achieved during fieldwork period	2,453	15.76%
Unobtainable number	1,616	10.38%
Not available in fieldwork period / nobody at site available	414	2.66%
Out of quota – sector / size / country	107	0.69%

Table 8: Sample outcomes of the total sample in scope of fieldwork

Sample outcomes	Total (n)	Population in scope of study %	Population in scope of fieldwork %
Total in scope of fieldwork	3,027	19.45%	100%
Achieved interviews	2,303	14.80%	76.08%
Refusals	654	4.20%	21.61%
Breakdown during interview	70	0.45%	2.31%

Survey of market traders

In total, 55 interviews were conducted with market traders between February and March 2020 out of the 103 who agreed to participate. This represents an overall response rate of 53%. Among those that did not complete, 40 (39%) were still in play but not achieved by the end of the fieldwork period, 3 (3%) provided unobtainable numbers; 4 (4%) refused after initially being recruited; and 1 (1%) market trader said they were not available in the fieldwork period when called.

Follow-up qualitative interviews

In total, 21 follow-up interviews were conducted (14% of those contacted) with food businesses between September and October 2020. Due to the worsening situation with the COVID-19 pandemic at the end of October and the associated pressures on food businesses, fieldwork was terminated before the initial target of 25 follow-up interviews was achieved.

Weighting

The key considerations in devising a weighing strategy for the FBO survey were as follows:

- The need to correct for over-sampling of key subgroups (including for example, smaller sectors which were oversampled in order to achieve sample sizes which would allow robust analyses; and to correct for over-sampling of the devolved administrations).
- To correct for any changes in the qualifying population. As discussed earlier in the ‘sampling’ chapter, qualifying rates from the 2012 survey were used as a proxy for the population of businesses selling non-prepacked foods for sampling purposes. It was always assumed however, that this would need to be updated using the same qualifying rates from the 2020 survey.

The first step of the weighting process was to calculate the qualifying population based on the 2020 survey data. This followed the same process as for sampling i.e. the proportion of all food businesses found to have sold non-prepacked foods, collated for each sector at UK level, was applied to the latest (as at March 2019) country level business population data from the Inter-departmental Business Register (IDBR) held by the Office for National Statistics. The penetration rates (i.e. the proportion of the starting sample that sold non-prepacked foods) for each sector are shown in Table 9.

Table 9: Proportion of sample in each sector selling non-prepacked foods

Sector group	% qualifying
Catering	70
Hotels	75
Pubs and bars	47
Restaurants and cafes	94
Leisure and entertainment	20
Caterers	70
Retailers	38
Butchers	89
Bakers	75
Fishmongers	41

Sector group	% qualifying
Delicatessens	51
General Retail	20
Institutions	26
Care homes and hospitals	26
Pre-primary and primary education	76
Other education	24
Defence and justice	11
Other institutions	5

Once the population profile had been derived at a sector by country level, two grids were set up, comparing the breakdown of interviews achieved by sector by country with the population. Weights were then derived for each sector by country cell to bring the achieved interviews profile in line with the population.

A comparison between the weighted and unweighted profiles is included in Table 10.

Results for the market traders survey were not weighted due to the lack of available population information.

Table 10: Profile of FBO survey interviews

Survey group	Unweighted column %	Weighted column %	Unweighted base (n)
England	45	84	1,029
Northern Ireland	16	3	366
Scotland	20	9	463
Wales	19	5	445
1 to 4	25	26	573
5 to 10	29	29	673
11+	46	45	1,057
Caterina	63	70	1,444
Hotels	5	5	124
Pubs and bars	9	9	203
Leisure and entertainment	3	1	61
Restaurants and cafes	39	46	891
Caterers	7	10	165
Retailers	20	13	467
Butchers	4	3	98
Bakers	4	3	101
Fishmongers	1	<0.5	30
Delicatessens	4	1	88
General retail	7	6	150
Institutions	17	17	392
Care homes & hospitals	6	5	135
Pre & primary education	7	11	150
Other education	2	1	48
Defence / justice	1	<0.5	32
Other institutions	1	<0.5	27
Loose non-prepacked only	78	82	1,793
Any PPDS	22	18	510
Chain	34	33	784
Not a chain	66	67	1,519

Statistical confidence

Sampling errors for the FBO survey results overall and for key sub-groups are presented in Table 11. Figures have been based on a survey result of 50% (the ‘worst’ case in terms of statistical reliability) and have used a 95% confidence level. Where the table indicates that a survey result based on all respondents has a sampling error of $\pm 2.0\%$, this should be interpreted as follows: ‘for a question asked of all respondents where the survey result is 50%, we are 95% confident that the true figure lies within the range 48.0% to 52.0%’.

The overall sample size was large enough to mean that overall findings for the UK can be reported upon with a high degree of statistical reliability. Some caution however should be exercised when reporting findings at the sub-group level.

Table 11: Sampling error (at the 95% confidence level) associated with findings of 50%

Base	Total sample size	Qualifying population	(Maximum) sampling error
All UK	2,303	214,375	± 2.0
England	1,029	179,045	± 3.0
Northern Ireland	366	6,715	± 5.0
Scotland	463	18,395	± 4.5
Wales	445	10,220	± 4.5
Caterina	1,444	149,935	± 2.6
Hotels	124	9,895	± 8.7
Pubs and bars	203	18,345	± 6.8
Leisure and entertainment	61	1,820	± 12.3
Restaurants and cafes	891	99,315	± 3.3
Caterers	165	20,560	± 7.6
Retailers	467	28,035	± 4.5
Butchers	98	5,605	± 9.8
Bakers	101	5,700	± 9.7
Fishmongers	30	490	± 17.4
Delicatessens	88	2,785	± 10.3

Base	Total sample size	Qualifying population	(Maximum) sampling error
General Retail	150	13,455	±8.0
Institutions	392	36,405	±4.9
Care homes and hospitals	135	9,855	±8.4
Pre-primary and primary	150	23,055	±8.0
Other education	48	2,820	±14.0
Defence and justice	32	220	±16.1
Other institutions	27	455	±18.3

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Research materials

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Scoping interview guide: Environmental Health Officers (EHOs) and Trading Standards Officers (TSOs)

A Introduction (2-3 mins)

Researcher introduces themselves and purpose of interview:

- I work for IFF Research, an independent research agency. The FSA have commissioned us to conduct research exploring the current provision of information on allergenic ingredients by food businesses. The aim of the study is to understand the current provision of information on allergenic ingredients by food businesses to consumers for non-prepacked food and to see how this has changed since the legislative changes introduced in 2014. In addition to this, the research will provide a new baseline of understanding for food prepacked for direct sale in light of new legislation being introduced in 2021.
- We're in the early stages of the study and are looking for your input to ensure we have a full understanding of how the food industry has moved on since the previous study in 2012. This is so we can uncover any important issues for inclusion in subsequent stages of the work. The discussion should last around half an hour.
- IFF Research operates under the strict guidelines of the Market Research Society's Code of Conduct. Our calls are automatically recorded for research and training purposes only. Information collected today will mainly be used for scoping purposes, however at the end of the discussion we will ask for your permission to use anonymised quotes.
- We'll be keeping your personal data until 31st August 2020. If you'd like a copy of your data, to change your data, for your data to be deleted or to lodge a complaint, then please follow the process outlined on our webpage: www.iffresearch.com/gdpr/

B About the organisation (2-3 mins)

B1 **Can you tell me a little bit about your role and the activities of your organisation in relation to the provision of allergen information?**

C Industry experience (10-15 mins)

C1 What do you see as the key allergen risk areas within FBOs?

PROBE IF NECESSARY:

- Substantiating ingredients
- Storage
- Cross-contamination and controls

ASK C2-C3 IF TSO:

C2 Can you tell me a little bit about your experiences in relation to monitoring allergy information and labelling?

- What are the key challenges you face in terms of monitoring allergy information provision and labelling practices?

C3 What common practices do you come across among FBOs in relation to allergy information and labelling?

- What methods of providing information are most common?

PROBE:

Full ingredients labelling

Written information on displays, tickets in cabinets, menus, chalk boards, etc

Verbal communication on request (how are customers informed about this?)

- How do these differ by food type? Any differences between non pre-packed food and pre-packed food for direct sale?
- How do these differ by the type of FBO?
- How has this changed since 2014?

ASK ALL:

C4 To what extent do you find that FBOs have systems in place to check or audit ingredients from suppliers?

- What methods are most common?
- How do these differ by food type? Any differences between non pre-packed food and pre-packed food for direct sale?
- How do these differ by the type of FBO?
- How has this changed since 2014?

ASK EHOs:

C5 To what extent do you find that FBOs have formal systems in place to avoid cross-contamination in non-prepacked foods?

- How do these differ by food type? Any differences between non pre-packed food and pre-packed food for direct sale?
- How do these differ by the type of FBO?
- How has this changed since 2014?

ASK ALL:

C6 What differences are there, if any, in processes and controls used when businesses make 'may contain' or 'free from' claims?

C7 How well do you think the food industry responded to 2014 legislative changes?

- What challenges / obstacles have they faced?
- Any types of business which are at higher risk of non-compliance? Which types?

C8 What knock-on impacts, if any, has this legislation had on the use of 'may contain' and 'free from' labelling?

D Awareness and communication of PPDS legislation (10 mins)

IF STAKEHOLDER IN ENGLAND

D1 How familiar are you with the food information amendment being introduced in 2021 regarding ingredients labelling for pre-packed for direct sale (PPDS) food? This is often referred to as 'Natasha's law'.

- What is your understanding of the legislation?
 - What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to this new amendment?

IF STAKEHOLDER IN NI / SCOTLAND / WALES

D2 How familiar are you with the proposed changes regarding ingredients labelling for prepacked for direct sale (PPDS) food?

- What is your understanding of the proposed changes?

- What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to these proposed changes?

ASK ALL

D3 How widespread do you think awareness of the [IF ENGLAND: new] [IF NI, WALES, OR SCOTLAND: proposed] food information amendment to be introduced in 2021 is among retail food businesses?

- Are there any parts of the industry that are less aware?

D4 How do you think FBOs will respond to the [IF ENGLAND: new] [IF NI, WALES, OR SCOTLAND: proposed] requirements?

- What do you think their main concerns will be?
- Are there any particular types of food business that will find this more challenging?

D5 Have any businesses been asking questions about this [IF ENGLAND: new] [IF NI, WALES, OR SCOTLAND: proposed] amendment?

- What do they tend to ask about?
- To what extent are you able to adequately address these queries?

D6 How do you currently provide allergen labelling advice, guidance and support to retail food businesses?

- How has this guidance been received by businesses?

D7 How do you think food businesses can best be supported in implementing full ingredients labelling for pre-packed for direct sale foods (PPDS) foods?

PROBE:

- Training
- FSA guidance
- Guidance from LAs or industry bodies

E Closing questions (2 mins)

E1 Other than what we've already discussed, how has the food industry landscape changed in the last 5 years or so?

- IF NECESSARY: **What do we need to bear in mind designing the research this time round?** PROBE FOR TYPES OF BUSINESSES, TOPICS, TERMINOLOGY

E2 **Thanks for your time today. Before we finish, do you have any other comments that you would like to add about what we've discussed today?**

E3 **Would you be willing for us to call you back if we need to clarify any of the information you have provide today...?**

Yes	1
No	2

E4 **Would you be willing for us to use quotations from this discussion? These would be included in any reporting on an anonymised basis but it may be possible for the FSA to guess who has made a particular comment due to the small number of scoping interviews being conducted.**

Yes	1	
No	2	

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	Mins

Scoping interview guide: Policy experts

A Introduction (2-3 mins)

Researcher introduces themselves and purpose of interview:

- I work for IFF Research, an independent research agency. The FSA have commissioned us to conduct research exploring the current provision of information on allergenic ingredients by food businesses. The aim of the study is to understand the current provision of information on allergenic ingredients by food businesses to consumers for non-prepacked food and to see how this has changed since the legislative changes introduced in 2014. In addition to this, the research will provide a new baseline of understanding for food prepacked for direct sale in light of new legislation being introduced in 2021.
- We're in the early stages of the study and are looking for your input to ensure we have a full understanding of how the food industry has moved on since the previous work in 2012. This is so we can uncover any important issues for inclusion in subsequent stages of the study. The discussion should last around half an hour.
- IFF Research operates under the strict guidelines of the Market Research Society's Code of Conduct. Our calls are automatically recorded for research and training purposes only. Information collected today will mainly be used for scoping purposes, however at the end of the discussion we will ask for your permission to use anonymised quotes.
- We'll be keeping your personal data until 31st August 2020. If you'd like a copy of your data, to change your data, for your data to be deleted or to lodge a complaint, then please follow the process outlined on our webpage: www.iffresearch.com/gdpr/

B About the organisation (2-3 mins)

B1 Can you tell me a little bit about your role and the activities of your organisation in terms of food safety?

B2 Thinking more specifically about food allergens, what involvement does your organisation have in the provision of allergen information to FBOs?

C Industry experience (10-15 mins)

**C1 What do you see as the key allergen risk areas within FBOs?
PROBE IF NECESSARY:**

- Substantiating ingredients
- Storage

- Cross-contamination and controls

C2 What common practices are you aware of among FBOs in relation to allergy information and labelling?

- What methods of providing information are most common?

PROBE:

Full ingredients labelling

Written information on displays, tickets in cabinets, menus, chalk boards, etc

Verbal communication on request (how are customers informed about this?)

- How do these differ by food type? Any differences between non pre-packed food and pre-packed food for direct sale?
- How do these differ by the type of FBO?
- How has this changed since 2014?
- Which of the methods that you have mentioned do you think works best from a consumer perspective?
- Does this vary at all by consumer type? (e.g. different age groups, people whose first language is not English, etc.)

C3 What are your views on the use of 'may contain' labelling?

- How helpful is this to consumers? Why do you say that?

C4 And similarly, what are your views on the use of 'free-from' labelling?

- How helpful is this to consumers? Why do you say that?

C5 What do you think the food industry could do to reduce levels of anxiety among consumers with allergies (or their parents/carers)?

C6 How well do you think the food industry has responded to 2014 legislative changes?

- What challenges / obstacles have they faced?
- Any types of business which are at higher risk of non-compliance? Which types?

C7 What knock-on impacts, if any, has this legislation had on the use of 'may contain' and 'free from' labelling?

C8 Is there anything you think should have been different about the 2014 legislative changes which would have helped FBOs to comply?

D Awareness and communication of PPDS legislation (10 mins)

IF STAKEHOLDER IN ENGLAND

D1 How familiar are you with the food information amendment being introduced in 2021 regarding ingredients labelling for pre-packed for direct sale (PPDS) food? This is often referred to as 'Natasha's law'.

- What is your understanding of the legislation?
 - What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to this new amendment?

IF STAKEHOLDER IN NI / SCOTLAND / WALES

D2 How familiar are you with the proposed changes regarding ingredients labelling for prepacked for direct sale (PPDS) food?

- What is your understanding of the proposed changes?
 - What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to these proposed changes?

ASK ALL

D3 How widespread do you think awareness of the [IF ENGLAND: new] [IF NI, WALES, OR SCOTLAND: proposed] food information amendment to be introduced in 2021 is among retail food businesses?

- Are there any parts of the industry that are less aware?

D4 How do you think FBOs will respond to the [IF ENGLAND: new] [IF NI, WALES, OR SCOTLAND: proposed] requirements?

- What do you think their main concerns will be?
- Are there any particular types of food business that will find this more challenging?

D5 What impact, if any, do you think these changes will have for consumers?

- Why do you say that?
- Are there any drawbacks to the new requirements for consumers? What are these?

D6 Are you involved in providing advice, guidance and support on allergen-related issues to retail food businesses?

- What types of information have you provided?
- How has this guidance been received by businesses?

D7 Have any businesses been asking questions about the [IF ENGLAND: new] [IF NI, WALES, OR SCOTLAND: proposed] amendment specifically?

- What do they tend to ask about?
- To what extent are you able to adequately address these queries?

D8 How do you think food businesses can best be supported in implementing full ingredients labelling for pre-packed for direct sale foods (PPDS) foods?

PROBE:

- Training
- FSA guidance
- Guidance from LAs or industry bodies

E Closing questions (2 mins)

E1 Other than what we’ve already discussed, how has the food industry landscape changed in the last 5 years or so?

- IF NECESSARY: **What do we need to bear in mind designing the research this time round?** PROBE FOR TYPES OF BUSINESSES, TOPICS, TERMINOLOGY

E2 Thanks for your time today. Before we finish, do you have any other comments that you would like to add about what we’ve discussed today?

E3 Would you be willing for us to call you back if we need to clarify any of the information you have provide today...?

Yes	1
No	2

E4 Would you be willing for us to use quotations from this discussion? These would be included in any reporting on an anonymised basis but it

may be possible for the FSA to guess who has made a particular comment due to the small number of scoping interviews being conducted.

Yes	1	
No	2	

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	Mins

Scoping interview guide: Industry representatives

A Introduction (2-3 mins)

Researcher introduces themselves and purpose of interview:

- I work for IFF Research, an independent research agency. The FSA have commissioned us to conduct research exploring the current provision of information on allergenic ingredients by food businesses. The aim of the study is to understand the current provision of information on allergenic ingredients by food businesses to consumers for non-prepacked food and to see how this has changed since the legislative changes introduced in 2014. In addition to this, the research will provide a new baseline of understanding for food prepacked for direct sale in light of new legislation being introduced in 2021.
- We're in the early stages of the study and are looking for your input to ensure we have a full understanding of how the food industry has moved on since the previous study in 2012. This is so we can uncover any important issues for inclusion in subsequent stages of the work. The discussion should take around half an hour.
- IFF Research operates under the strict guidelines of the Market Research Society's Code of Conduct. Our calls are automatically recorded for research and training purposes only. Information collected today will mainly be used for scoping purposes, however at the end of the discussion we will ask for your permission to use anonymised quotes.
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B About the organisation (2-3 mins)

- B1 Can you tell me a little bit about your role and the activities of your organisation in terms of food safety?**
- B2 Thinking more specifically about food allergens, what involvement does your organisation have in the provision of allergen information to FBOs?**

C Industry experience (10-15 mins)

- C1 What do you see as the key allergen risk areas within FBOs?**
PROBE IF NECESSARY:

- Substantiating ingredients
- Storage

- Cross-contamination and controls
- C2 What common practices do you find there are among FBOs in relation to allergy information and labelling?**
- What methods of providing information are most common?
PROBE:
Full ingredients labelling
Written information on displays, tickets in cabinets, menus, chalk boards, etc
Verbal communication on request (how are customers informed about this?)
 - How do these differ by food type? Any differences between non pre-packed food and pre-packed food for direct sale?
 - How do these differ by the type of FBO?
 - How has this changed since 2014?
- C3 What systems do FBOs tend to have in place to check or audit ingredients from suppliers?**
- What methods are most common?
 - How do these differ by food type? Any differences between non pre-packed food and pre-packed food for direct sale?
 - How do these differ by the type of FBO?
 - How has this changed since 2014?
- C4 And what systems do FBOs tend to have in place to avoid cross-contamination in non-prepacked foods?**
- How do these differ by food type? Any differences between non pre-packed food and pre-packed food for direct sale?
 - How do these differ by the type of FBO?
 - How has this changed since 2014?
- C5 What differences are there, if any, in processes and controls used when businesses make 'may contain' or 'free from' claims?**
- C6 How well do you think the food industry responded to 2014 legislative changes?**
- What challenges / obstacles have FBOs faced?
 - Any types of business which are at higher risk of non-compliance? Which types?

C7 What knock-on impacts, if any, has this legislation had on the use of 'may contain' and 'free from' labelling?

C8 Is there anything you think should have been different about the 2014 legislative changes which would have helped FBOs to comply?

D Awareness and communication of PPDS legislation (10 mins)

IF STAKEHOLDER IN ENGLAND

D1 How familiar are you with the food information amendment being introduced in 2021 regarding ingredients labelling for pre-packed for direct sale (PPDS) food? This is often referred to as 'Natasha's law'.

- What is your understanding of the legislation?
 - What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to this new amendment?

IF STAKEHOLDER IN NI / SCOTLAND / WALES

D2 How familiar are you with the proposed changes regarding ingredients labelling for prepacked for direct sale (PPDS) food?

- What is your understanding of the proposed changes?
 - What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to these proposed changes?

ASK ALL

D3 How widespread do you think awareness of the [IF ENGLAND: new] [IF NI, WALES OR SCOTLAND: proposed] food information amendment to be introduced in 2021 is among retail food businesses?

- Are there any parts of the industry that are less aware?

D4 How do you think FBOs will respond to the [IF ENGLAND: new] [IF NI, WALES OR SCOTLAND: proposed] requirements?

- What do you think their main concerns will be?
- Is there anything you think FBOs will find particularly difficult to grasp?
- Are there any particular types of food business that will find this more challenging?

D5 Have any businesses been asking questions about this [IF ENGLAND: new] [IF NI, WALES OR SCOTLAND: proposed] amendment?

- What do they tend to ask about?
- To what extent are you able to adequately address these queries?

D6 Do you currently provide allergen labelling advice, guidance and support to retail food businesses?

- What types of advice, guidance and support?
- How has this guidance been received by businesses?

IF STAKEHOLDER IN ENGLAND

D7 How do you plan to support businesses in relation to the food information amendment being introduced in 2021?

- What advice, guidance or support do you plan to offer?

IF STAKEHOLDER IN NI / SCOTLAND / WALES

D8 How would you support businesses in relation to the proposed food information amendment?

- What advice, guidance or support would you offer?

ASK ALL

D9 How else do you think food businesses can best be supported in implementing full ingredients labelling for pre-packed for direct sale foods (PPDS) foods? Who needs to provide this support?

PROBE:

- Training
- FSA guidance
- Guidance from LAs or industry bodies

E Closing questions (2 mins)

E1 Other than what we've already discussed, how has the food industry landscape changed in the last 5 years or so?

- **IF NECESSARY: What do we need to bear in mind designing the research this time round? PROBE FOR TYPES OF BUSINESSES, TOPICS, TERMINOLOGY**

E2 Thanks for your time today. Before we finish, do you have any other comments that you would like to add about what we've discussed today?

E3 Would you be willing for us to call you back if we need to clarify any of the information you have provide today...?

Yes	1
No	2

E4 Would you be willing for us to use quotations from this discussion? These would be included in any reporting on an anonymised basis but it may be possible for the FSA to guess who has made a particular comment due to the small number of scoping interviews being conducted.

Yes	1	
No	2	

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	Mins

Scoping interview guide: Consumer representatives

A Introduction (2 mins)

Researcher introduces themselves and purpose of interview:

- I work for IFF Research, an independent research agency. The FSA have commissioned us to conduct research exploring the current provision of information on allergenic ingredients by food businesses. The aim of the study is to understand the current provision of information on allergenic ingredients by food businesses to consumers for non-prepacked food and to see how this has changed since the legislative changes introduced in 2014. In addition to this, the research will provide a new baseline of understanding for food prepacked for direct sale in light of new legislation being introduced in 2021.
- We're in the early stages of the study and are looking for your input to ensure we have a full understanding of how the food industry has moved on since the previous work in 2012. This is so we can uncover any important issues for inclusion in subsequent stages of the study. The discussion should last around half an hour.
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- We'll be keeping your personal data until 31st August 2020. If you'd like a copy of your data, to change your data, for your data to be deleted or to lodge a complaint, then please follow the process outlined on our webpage: www.iffresearch.com/gdpr/

B About the organisation (1 min)

B1 Can you tell me a little bit about your role and the activities of your organisation?

C Current consumer experiences (15 mins)

C1 What information do consumers with allergies need when purchasing food items?

- What level of detail are they looking for?
- How do needs vary, if at all, by type of consumer? (e.g. different age groups, people whose first language is not English, etc.)

- C2 How do consumers feel about the current provision of allergen information in the food industry?**
- C3 How easy or difficult is it for consumers to access or find out information about allergens from food businesses?**
- What challenges do they face? What are their main concerns?
- C4 What methods for providing allergen information do you think work best?**
PROBE IF NECESSARY:
- Full ingredients labelling
 - Written information on displays, tickets in cabinets, menus, chalk boards, etc
 - Verbal communication on request (how are customers informed about this?)
 - How do needs vary, if at all, by type of consumer? (e.g. different age groups, people whose first language is not English, etc.)
- C5 Which types of food business are more likely to follow best practice? Which are less likely?**
- C6 What do you think the food industry could do to reduce levels of anxiety among consumers with allergies (or their parents/carers)?**
- C7 How well do you think the food industry has responded to 2014 legislative changes?**
- What has / hasn't worked well?
 - Do you see any particular shortcomings in the legislation as it stands?
- C8 Is there anything you think should have been different about the 2014 legislative changes which would have helped FBOs to comply?**
- C9 What are your views on the use of 'free-from' labelling? How helpful, if at all, is this to consumers?**
- C10 What are your views on the use of 'may contain' labelling? How helpful, if at all, is this to consumers?**

D Awareness and communication of PPDS legislation (5-10 mins)

IF STAKEHOLDER IN ENGLAND

D1 How familiar are you with the food information amendment being introduced in 2021 regarding ingredients labelling for pre-packed for direct sale (PPDS) food? This is often referred to as 'Natasha's law'.

- What is your understanding of the legislation?
 - What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to this new amendment?

IF STAKEHOLDER IN NI / SCOTLAND / WALES

D2 How familiar are you with the proposed changes regarding ingredients labelling for prepacked for direct sale (PPDS) food?

- What is your understanding of the proposed changes?
 - What is your understanding of what counts as PPDS food? How readily do you think retail food businesses understand this concept?
- What were your initial thoughts/reactions to these proposed changes?

ASK ALL

D3 To what extent do you think consumers understand, or are aware of, the [IF NI, WALES, OR SCOTLAND: proposed] amendment to the legislation? IF AT ALL AWARE: How do they feel about it?

D4 What impact, if any, do you think these changes will have for consumers?

- Why do you say that?
- Are there any drawbacks to the new requirements for consumers? What are these?

Closing questions (3-5 mins)

E1 Other than what we've already discussed, how has the food industry landscape changed in the last 5 years or so?

- IF NECESSARY: **What do we need to bear in mind designing the research this time round?** PROBE FOR TYPES OF BUSINESSES, TOPICS, TERMINOLOGY

E2 Thanks for your time today. Before we finish, do you have any other comments that you would like to add about what we've discussed today?

E3 Would you be willing for us to call you back if we need to clarify any of the information you have provide today...?

Yes	1
No	2

E4 Would you be willing for us to use quotations from this discussion? These would be included in any reporting on an anonymised basis but it may be possible for the FSA to guess who has made a particular comment due to the small number of scoping interviews being conducted.

Yes	1	
No	2	

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	Mins

Survey of food businesses: Questionnaire

S Screener

ASK TELEPHONIST

- S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research. [IF HAS CONTACT INFO: Please can I speak to NAME?] [IF NO CONTACT INFO: Please can I speak to the owner or manager or the most senior person responsible for food safety at this site?]**

We are conducting a research project for [IF ENGLAND/NI/WALES the Food Standards Agency (FSA)] [IF SCOTLAND: Food Standards Scotland] to explore current views and practices relating to the information you provide on food that is served at this site. We are looking in particular to talk about information on the ingredients in the food made and / or served and how this information is communicated to the people who eat here.

IF WANT TO TRANSFER TO HEAD OFFICE OR ANOTHER BRANCH / SITE: We need to speak to someone based at this site, not at head office or another branch of your organisation. We are interested in activities at this location. Could I speak to the person at this site who would have the best overview of food safety issues?

Respondent answers phone	1	CONTINUE
Transferred	2	
Hard appointment	3	MAKE APPOINTMENT
Soft Appointment	4	
Engaged	5	CALL BACK
Refusal	6	CLOSE
Refusal – company policy	7	
Refusal – Taken part in recent survey	8	
Nobody at site able to answer questions	9	
Not available in deadline	10	
Fax Line	11	
No reply / Answer phone	12	
Residential Number	13	

Dead line	14	
Company closed	15	
Site does not sell or serve food	16	THANK AND CLOSE
Request reassurance email	17	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL
 S2 [S1=2: **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company. We are conducting a research project for the [IF ENGLAND/NI/WALES the Food Standards Agency (FSA)] [IF SCOTLAND: Food Standards Scotland] to consider current views and practices relating to the provision of allergy information about food for consumers.**

Can I just check, are you the most senior person responsible for food safety at this site?]

The interview is likely to take around 15 minutes. We could either conduct it now, or at a time more convenient for you.

IF WANT TO TRANSFER TO HEAD OFFICE OR ANOTHER BRANCH / SITE: We need to speak to someone based at this site, not at head office or another branch of your organisation. We are interested in activities at this location. Could I speak to the person at this site who would have the best overview of food safety issues?

Continue	1	CONTINUE
Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	

Refusal – taken part in recent survey	7	
Not available in deadline	8	
Site does not sell or serve food	9	THANK AND CLOSE
Request reassurance email	10	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

E1 QUESTION DELETED

ASK ALL BASED IN WALES (COUNTRY=4)

S2A **Would you prefer the interview to be carried out in Welsh or English?**

Welsh	1	“One of our Welsh speaking interviewers will call back in the next couple of working days to make an appointment with you.” THANK AND CLOSE
English	2	CONTINUE

ASK ALL

S3 **Before we begin, I need to read out a quick statement regarding GDPR legislation.**

I want to reassure you that all information collected will be treated in the strictest confidence. You have the right to a copy of your data, to change your data or to withdraw from the research at any point. In order to guarantee this, and as part of our quality control procedures, all interviews are recorded. Is that OK?

Yes – agree to continue	1	
Refuse to continue	2	THANK AND CLOSE

REASSURANCES TO USE IF NECESSARY

- The interview will take around 15 minutes to complete.
- This interview is for research purposes and not an inspection or enforcement call. Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.
- Your contact details were shared with us by **Market Location**, a business database provider. You can find more information at www.marketlocation.co.uk/
- If you would like further information on how IFF handles and processes personal data, as well as information on your rights under data protection regulations to access your personal data, withdraw consent, or object to the processing of your personal data you can visit: www.iffresearch.com/GDPR
- If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:
 - MRS: Market Research Society on 0800 975 9596
 - IFF: [REDACTED]
 - FSA: [REDACTED]

ASK ALL
 E4 **And how many employees do you have at this site? Please include yourself and all those on the payroll.**

SINGLE CODE.

PROMPT WITH RANGES IF NECESSARY

1	1	
2-4	2	
5-10	3	
11-24	4	
25-50	5	
51-99	6	
100-199	7	
200-249	8	
250-499	9	
500+	10	

Don't know	11	
Refused	12	

ASK ALL EVENT CATERING AND CONTRACT CATERING SECTOR
(SECTOR=11)

S4 **Can I just check, does your company provide any contract catering services?**

Yes	1	CONTINUE
No	2	THANK AND CLOSE
Don't know	3	

ASK ALL

S5 **Is any of the food you sell given to consumers in packaging?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	CONTINUE
No	2	
Don't know	3	

ASK IF SELL ANY PACKAGED FOODS (S5=1)

S5a **Is any of this food packaged before the consumer selects or orders it?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	CONTINUE
No	2	
Don't know	3	

ASK IF FOOD PREPACKED BY ORGANISATION (S5A=1)
 S5b **And is any of this food...?**

READ OUT. MULTICODE

ADD IF UNSURE WHAT IS MEANT BY SITE OR LOCATION: **This means food prepacked either at your own site or at another unit belonging to your organisation within the same building complex. For instance, if you operated in an airport, and the food was produced and packed in another unit within the same airport but sold on your premises.**

Packaged at the same site or location in which it is sold	1	CONTINUE
Sold from moveable or temporary premises, such as a market stall or mobile sales vehicle, but packaged by your business	2	
Packaged at a different site to where it is sold	3	
Packaged by another business	4	
DO NOT READ OUT: None of the above	5	

PPDS DUMMY VARIABLE, DO NOT ASK		
SELL PPDS FOOD	1	S5b=1/2
ELSE	2	S5=2/3 or S5a=2/3 or S5B NOT 1/2

ASK ALL FOOD RETAIL (BUTCHERS, BAKERS, FISHMONGERS, DELICATESSENS AND GENERAL RETAIL)
 S6 **Do you sell any non pre-packed food at this establishment?**

READ TO ALL: **By this, we mean any food that is sold loose or unwrapped, without packaging that may alert customers to its ingredients. This includes foods that are loose or unwrapped while on display but then packaged for customers to take away.**

DO NOT READ OUT. SINGLE CODE.

Yes – sell some non pre-packed food at this site	1	CONTINUE
No – do not sell any non pre-packed food at this site	2	IF PPDS=1, CONTINUE
Don't know	3	

		IF PPDS=2, THANK AND CLOSE
--	--	----------------------------

ASK IF FISHMONGER OR GENERAL RETAIL AND SELL NON PRE-PACKED FOOD AT THIS SITE ((SECTOR=3 OR 5) AND S6=1)

- S7 **And can I just check do some of the non-prepacked foods you sell at this site contain more than one ingredient e.g. [TEXT SUB IF FISHMONGERS: mixed seafood or prepared fish meals] [TEXT SUB IF GENERAL RETAIL: pick and mix children's sweets or loose savoury items such as croissants, bread rolls or pies]?**

DO NOT READ OUT. SINGLE CODE.

Yes – SOME items sold contain different ingredients	1	CONTINUE
No – ALL items are single ingredient foods	2	IF PPDS=1, CONTINUE
Don't know	3	IF PPDS=2, THANK AND CLOSE

ASK ALL HOTELS, PUBS/BARS, LEISURE AND INSTITUTIONS / LARGE SITES (SECTOR=6-9)

- S8 **Can I just check, do you sell or serve meals at this establishment?**

DO NOT READ OUT. SINGLE CODE.

Yes – sell or serve meals	1	CONTINUE
No – do not sell or serve any meals	2	
Don't know	3	

ASK ALL HOTELS, PUBS AND BARS, LEISURE AND INSTITUTIONS / LARGE SITES THAT DO NOT SERVE FOOD (S8=2 OR 3)

- S9 **And do you sell or serve any food items such as crisps or other snacks that are served without any packaging? This could include food that you may have taken out of its original packaging?**

DO NOT READ OUT. SINGLE CODE.

Yes – provide snacks without packaging	1	CONTINUE
No – do not serve any snacks without packaging	2	IF PPDS=1, CONTINUE
Don't know	3	IF PPDS=2, THANK AND CLOSE

NONPRE DUMMY VARIABLE, DO NOT ASK

SELL NON-PREPACKED FOOD	1	(IF S6=1 AND SECTOR=1,2,4) OR S7=1 OR S8=1 OR S9=1 OR SECTOR=10/11
ELSE	2	S6=2/3 OR S7=2/3 OR S9=2/3

ASK RESTAURANTS AND CAFES, CATERERS AND DELICATESSENS (SECTOR=4,10,11)

S9a **And which of the following statements are true about your organisation in relation to non-prepacked food?**
READ OUT. MULTICODE.

Our organisation sells our own non-prepacked food online via our own website / app	1	
Our organisation sells our own non-prepacked food via a delivery service website / app (e.g. Just Eat, Deliveroo, etc.)	2	
Our organisation sells non-prepacked food online on behalf of other organisations via our own delivery service website / app	3	
Don't know	4	
DO NOT READ OUT: None of these	5	

DISPLAY IF THANK AND CLOSE

Unfortunately, you do not meet the criteria to take part today as we are only looking to speak to establishments where foods with multiple ingredients are either sold without packaging or packaged and sold on site. Thank you for your time today.

ASK ALL

S10 **What is the nature of this business? Is it...**

READ OUT. SINGLE CODE.

Single site	1	
One of multiple sites (e.g. a chain)	2	
A mobile food outlet	3	
A market stall	4	
Other (write in)	5	
DO NOT READ OUT: Don't know	6	
DO NOT READ OUT: Refused	7	

ASK ALL HOTELS, PUBS/BARS, LEISURE AND INSTITUTIONS / LARGE SITES (SECTOR=6-9)

S11 **Do you sub-contract any of your catering to an outside organisation?**

Yes	1	
No	2	
Don't know	3	

S12 QUESTION DELETED

A Current Labelling Practices

ASK ALL

I'd like to ask you a number of questions about allergen labelling and the provision of allergen information – in each instance this refers either to food with multiple ingredients sold or served without packaging, or to food that has been packaged on your premises. We are not interested in pre-packed foods that are packaged by a different organisation before they arrive at your premises.

ASK ALL

A1 **To start with I'd like to ask you about how you supply information on the food you serve or sell, what ingredients it contains, as well as any 'free-from' and 'may contain' labelling you might use.**

Do you have a written or informal policy on allergen labelling within your business?

ADD IF NECESSARY: A policy is a guideline or procedure for staff to follow

SINGLE CODE

Yes, written	1	
Yes, informal	2	
No	3	
Don't know	4	

ASK IF HAVE WRITTEN OR INFORMAL POLICY (A1=1-2)

A2 Who is mainly responsible for designing this [TEXT SUB IF A1=2 informal] policy?

DO NOT READ OUT. SINGLE CODE.

(DP: SHOW IF MULTISITE S10=2 OR 3) Head office	1	
Owner or manager at this establishment or branch	2	
Head Chef	3	
Health and Safety Manager at this establishment	4	
(DP SHOW IF USE CATERING CONTRACTORS S11=1) Catering contractor	5	
Local Authority	6	
Other (write in)	7	
Don't know	8	

ASK IF GUIDANCE DESIGNED BY HEAD OFFICE, CATERING CONTRACTOR, LOCAL AUTHORITY OR OTHER (A2=1 OR 5-7)

A3 And would you say that ensuring that this [TEXT SUB IF A1=2 informal] policy is implemented at this specific site is...

READ OUT. SINGLE CODE.

Managed solely by your establishment	1	
Managed primarily by [TEXT SUB IF A2=1: head office ; TEXT SUB IF A2=5: the catering contractor ; TEXT SUB IF A2=6: the Local Authority ; TEXT SUB IF A2=7: insert A2 answer] but your establishment has a lot of input	2	
Managed primarily by [TEXT SUB IF A2=1: head office ; TEXT SUB IF A2=5: the catering contractor ; TEXT SUB IF A2=6: the Local Authority ; TEXT SUB IF A2=7: insert A2 answer] but your establishment has some of input	3	
Managed solely by [TEXT SUB IF A2=1: head office ; TEXT SUB IF A2=5: the catering contractor ; TEXT SUB IF A2=6: the Local Authority ; TEXT SUB IF A2=7: insert B2 answer]	4	
DO NOT READ OUT: Don't know	5	

ASK IF NO WRITTEN / INFORMAL POLICY AND SINGLE SITE ESTABLISHMENT (A1=3 AND S10=1)

A4 Why don't you have a written or informal policy on allergen labelling?

DO NOT READ OUT. MULTICODE.

Don't have the time	1	
Don't feel knowledgeable enough about allergen labelling	2	
It is not a legal requirement	3	
Don't feel it would be relevant / useful to my business	4	
Covered through other policies	5	
Responsibility lies with the supplier / contractor	6	
Other (write in)	7	
Rely on customers to ask us or inform us before ordering food	9	
The food we serve doesn't contain allergens	10	
Never been asked or told I needed a policy on allergen labelling	11	
We don't serve people with food allergies	12	

Don't know	13	
------------	----	--

ASK ALL

A5 **At the moment do you provide information on food allergens using any of the following methods?**

READ OUT. MULTICODE.

Staff provide allergen information verbally if asked	1	
Allergen information is provided on menus	2	
Allergen information is provided on packaging which you prepare in-house	3	
Allergen information is provided on labels on or adjacent to your products	4	
Allergen information is provided on posters on the wall	5	
Allergen information is provided in a separate booklet/leaflet available upon request	6	
Via your website / app	7	
IF SELL VIA DELIVERY SERVICE WEBSITE (S9A=2) Via the delivery service website / app you sell through	8	
A sign or sticker asking customers to tell us if they have an allergy or intolerance	9	
Other (write in)	10	
DO NOT READ OUT: Do not provide any information on food allergens (DP: SINGLE CODE)	11	
DO NOT READ OUT: Don't know	12	

ASK THOSE WHO PROVIDE NO INFORMATION ON ALLERGENS (A5 = 12)

A5a **Why do you not provide information on food allergens using any of the methods mentioned?**

PROBE FULLY

WRITE IN
DON'T KNOW

A6 QUESTION DELETED

A6a QUESTION DELETED
 A6b QUESTION DELETED
 A6c QUESTION DELETED
 A7 QUESTION DELETED
 A8 QUESTION DELETED

ASK ALL

A8a As far as you are aware, do any of the foods you sell or serve, contain any of the following allergens...?

READ OUT. SINGLE CODE PER ROW.

FOR OTHERS MENTIONED, PLEASE ENTER A SINGLE ALLERGEN PER ROW (UP TO THREE)

	YES	NO	DK
a. Gluten, for example most breakfast cereals, pasta, bread and other baked goods	1	2	3
b. Crustaceans, for example crabs, lobster and shrimps	1	2	3
c. Molluscs, for example mussels, oysters, scallops and squid	1	2	3
d. Fish	1	2	3
e. Peanuts	1	2	3
f. Other nuts such as almond, hazelnut, walnut, cashew, pecan, brazil, pistachio and macadamia	1	2	3
g. Sesame seeds	1	2	3
h. Eggs	1	2	3
i. Milk	1	2	3
j. Soybeans	1	2	3
k. Mustard	1	2	3
l. Lupin (ADD AS NECESSARY: sometimes used as a replacement for soya)	1	2	3
m. Celery	1	2	3
n. Sulphur dioxide at more than 10 mg/kg or 10mg/litre	1	2	3
CODE DELETED			
CODE DELETED			

CODE DELETED			
--------------	--	--	--

ASK ALL WHO PROVIDE ANY ALLERGEN INFORMATION (VERBALLY OR WRITTEN) AND HAVE CODED AT LEAST ONE ALLERGEN AT A8A (A5=1-10 AND A8A_A – N = 1)

A9 **Which of the following allergens do you include in the written or verbal information you provide?**

READ OUT. SINGLE CODE PER ROW.

DS - ONLY SHOW OPTIONS CODED AS 1 AT A8a

	YES	NO	DK
a. Gluten, for example most breakfast cereals, pasta, bread and other baked goods	1	2	3
b. Crustaceans, for example crabs, lobster and shrimps	1	2	3
c. Molluscs, for example mussels, oysters, scallops and squid	1	2	3
d. Fish	1	2	3
e. Peanuts	1	2	3
f. Other nuts such as almond, hazelnut, walnut, cashew, pecan, brazil, pistachio and macadamia	1	2	3
g. Sesame seeds	1	2	3
h. Eggs	1	2	3
i. Milk	1	2	3
j. Soybeans	1	2	3
k. Mustard	1	2	3
l. Lupin (ADD AS NECESSARY: sometimes used as a replacement for soya)	1	2	3
m. Celery	1	2	3
n. Sulphur dioxide at more than 10 mg/kg or 10mg/litre	1	2	3
CODE DELETED			
CODE DELETED			
CODE DELETED			

IF BUSINESS DOES NOT PROVIDE INFORMATION ON ANY OF THE 14 ALLERGENS (A9_A-N= ANY 'NO' OR 'DK' ACROSS ALL ITERATIONS)

A10 **Why don't you provide information on all of the allergens in food which you sell or serve?**

DO NOT READ OUT. MULTICODE.

Tend to focus on the more common allergens	1	
Not familiar with all the allergens	2	
Not a legal requirement	3	
Not enough space to alert to all allergens	4	
Suppliers do not provide information on all allergens	5	
No need to focus on allergens that customers do not enquire about	6	
Other (write in)	7	
Don't know	8	

ASK ALL

A11 **Do you use any precautionary advice warnings for customers such as 'may contain' labelling on any of your food products or meals?**

Yes	1	
No	2	
Don't know	3	

A12 QUESTION DELETED

A13 QUESTION DELETED

ASK ALL

A14 **Do you use 'free from' labelling on any of your food products or meals?**

Yes	1	
No	2	
Don't know	3	

A15 QUESTION DELETED
 A16 QUESTION DELETED
 A16A QUESTION DELETED
 C8 QUESTION DELETED

ASK THOSE WHO PROVIDE ALLERGY INFORMATION (A5 =1-10)

C9 [TEXT SUB: IF A5=1 OR 9 OR 10 ONLY: **Do you review the way you communicate/ IF ANY A5= 2-8: Do you update written labels, posters, websites or menus containing] allergy information every time you change your menu or the products that you sell or provide?**

Yes	1	
No	2	
Don't know	3	

IF DO NOT REVIEW COMMUNICATIONS / UPDATE WRITTEN MATERIAL (C9=2)

C10 **Why don't you** [TEXT SUB: IF A5=1 OR 9 OR 10 ONLY: **review the way you communicate/ IF ANY A5= 2-8: update written labels, posters, websites or menus containing] allergy information?**

DO NOT READ OUT. MULTICODE.

Because do not use labels	1	
Food we sell or serve never changes	2	
It takes too long	3	
It is too expensive	4	
Don't know enough about allergens	5	
Don't feel it is important / relevant	6	
Customers' responsibility to ask/inform us about their allergens	7	
Suppliers deal with allergy information	8	
Other (write in)	9	
Don't know	10	

ASK ALL

A17 **If a customer was to ask about allergenic ingredients, how would you go about checking this for them ?**

DO NOT READ OUT. MULTICODE.

Everything is labelled for the customer to see	1	
Staff check on supplier websites	2	
Staff check their own business' website	3	
Check product brands on their website	4	
Retain ingredient information for all products used in the preparation of food	5	
Retain all information provided by suppliers	6	
Ask the chef	7	
Check the packaging / labels from the supplier	8	
Staff check handbook/allergenic information sheet	9	
Other (write in)	10	
Don't know	11	

ASK ALL

A18 **Who at your establishment has formal responsibility for checking allergenic ingredients?**

DO NOT READ OUT. MULTICODE,

(DP: SHOW IF MULTISITE S10=2-3) Head office	1	
Owner or manager at this establishment or branch	2	
Head chef	3	
Health and safety manager at this establishment	4	
All staff at this site	5	
(DP SHOW IF USE CATERING CONTRACTOR S11=1) Catering contractor	6	
Local Authority	7	
Kitchen Supervisor	8	

Other (write in)	9	
Don't know	10	

ASK IF USE CATERING CONTRACTORS (S11=1)

A19 **Does anyone who works directly for your company ever check or audit the ingredients used by your catering contractors?**

IF YES: **Is that always the case or only sometimes?**

Yes always	1	
Yes sometimes	2	
Never	3	
Don't know	4	

A20 QUESTION DELETED

ASK ALL

A21 **Do you check or audit ingredients from suppliers / wholesalers?**

IF YES: **Is that always the case or only sometimes?**

Yes always	1	
Yes sometimes	2	
Never	3	
Don't know	4	

IF CHECK INGREDIENTS USED BY CATERING CONTRACTORS OR SUPPLIERS / WHOLESALERS (A19=1 OR 2) OR (A21=1 OR 2)

A22 **How is this information on [IF A21=1-2 ingredients from suppliers / wholesalers] [TEXT SUB IF (A19=1-2) AND (A21=1-2); and] [IF A19=1-2 ingredients used by your catering contractors] formally recorded at your establishment?**

DO NOT READ OUT. MULTICODE.

Recorded electronically at site for use by staff	1	
Recorded in hard copy at site for use by staff	2	

Labelling and written information displayed to customers updated	3	
Don't record it	4	
Keep or copy packaging / labels	5	
Other (write in)	6	
Don't know	7	

ASK ALL

A23 In 2014, legislation was introduced which made it compulsory for food businesses to provide information on the 14 allergens I read out to you earlier. What have been the main challenges you have faced around this?

DO NOT READ OUT. CODE ALL THAT APPLY

Ensuring that suppliers provide the correct ingredients information	1	
The cost of regularly updating information on menus or labels	2	
The time it takes to regularly update information on menus or labels	3	
Logging and record keeping of products' allergy information	4	
Staff training and awareness	5	
Remembering to update information / keep on top of it all	6	
Other (write in)	7	
No challenges	8	
Don't know	9	

B Processes and Staff Training

ASK ALL

B1b Are staff provided with allergen information, including the risks of cross contamination of allergens, in any of the following ways?

READ OUT. MULTICODE.

Posters on the walls	1	
Information leaflets	2	

Given booklets on allergy control	3	
CODE DELETED	4	
Given a copy of the FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	5	
Given verbal training	6	
Given a staff handbook on business procedures	7	
Formal training for all new staff	8	
Online training	9	
Other (write in)	10	
None of the above	11	
DO NOT READ OUT: Don't know	12	

ASK ALL

B2 Do you have systems or practices in place to prevent cross contamination in relation to food allergens?

Yes	1	
No	2	
Don't know	3	

IF YES (B2=1)

B3 What systems or practices do you use?

DO NOT READ OUT. MULTICODE.

Staff training	1	
Colour coding	2	
Allergen ingredient warnings on containers	3	
Separate work areas	4	
Separate chopping boards and utensils	5	
Separate cooking equipment such as ovens and pans	6	
Hand washing policy	7	
Routinely clean between preparation tasks	8	
Separate food storage	9	
Use the correct clothing (i.e. aprons, hairnets, disposable gloves)	10	
Other (write in)	11	
Don't know	12	

C PPDS

READ TO ALL

In this section of the survey, I'll be talking to you about prepacked food for direct sale. This is food that is packed before being offered for sale by the same food business to the final consumer, where this takes place on the same premises or location; or from moveable or temporary premises such as a market stall or mobile sales vehicle.

IF RESPONDENT IS STILL UNSURE WHAT IS MEANT BY PPDS, PROMPT WITH EXAMPLES FROM CRIB SHEET.

From now on I will refer to prepacked food for direct sale as PPDS foods.

ASK IF SELL PPDS FOODS (PPDS=1)

C1 Thinking about PPDS foods, which of the following describes the information shown on your packaging?

READ OUT. SINGLE CODE.

ALL ingredients	1	
ALLERGENIC ingredients only	2	
SOME allergenic ingredients	3	

No ingredients shown	4	
DO NOT READ OUT: Don't know	5	

IF ONLY LABEL SOME ALLERGENIC INGREDIENTS (C1=3)
C2 Which allergenic ingredients do you provide labelling for?

READ OUT. SINGLE CODE.

DS – ONLY SHOW THOSE MARKED AS '1' AT A8A

	YES	NO	DK
a. Gluten, for example most breakfast cereals, pasta, bread and other baked goods	1	2	3
b. Crustaceans, for example crabs, lobster and shrimps	1	2	3
c. Molluscs, for example mussels, oysters, scallops and squid	1	2	3
d. Fish	1	2	3
e. Peanuts	1	2	3
f. Other nuts such as almond, hazelnut, walnut, cashew, pecan, brazil, pistachio and macadamia	1	2	3
g. Sesame seeds	1	2	3
h. Eggs	1	2	3
i. Milk	1	2	3
j. Soybeans	1	2	3
k. Mustard	1	2	3
l. Lupin (ADD AS NECESSARY: sometimes used as a replacement for soya)	1	2	3
m. Celery	1	2	3
n. Sulphur dioxide at more than 10 mg/kg or 10mg/litre	1	2	3
CODE DELETED			
CODE DELETED			
CODE DELETED			

C3 QUESTION DELETED

ASK ALL

C4 [IF ENGLAND (COUNTRY=1): **Before today were you aware of the food information amendment being introduced in 2021 which will make it compulsory to provide full ingredients labelling for PPDS foods? This is also known as Natasha's law.**]

[IF WALES, SCOTLAND OR NI (COUNTRY=2-4): **Before today were you aware of proposed changes which will make it compulsory to provide full ingredients labelling for PPDS foods?**]

Yes	1	
No	2	
Don't know	3	

ASK ALL SELLING PPDS FOODS (PPDS=1)

C4A **How easy or difficult do you think it will be to comply with this [IF WALES, SCOTLAND OR NI (COUNTRY=2-4): proposed] change to the law?**
READ OUT. SINGLE CODE.

Very easy	1	
Fairly easy	2	
Neither easy nor difficult	3	
Fairly difficult	4	
Very difficult	5	
DO NOT READ OUT: Don't know	6	

IF DIFFICULT (C4A=4/5)

C4B **What do you think will be your main challenges?**
DO NOT READ OUT. MULTICODE.

Ensuring that suppliers provide the correct ingredients information	1	
Logging and record keeping of ingredients information	2	
The cost of introducing and updating labelling for PPDS foods	3	
The time it will take to introduce and update labelling for PPDS foods	4	

Ensuring the correct labelling / packaging is used for PPDS foods	5	
Remembering to update labelling / packaging used for PPDS foods when a change is made	6	
Staff training and awareness	7	
Uncertainty around the definition of PPDS foods	8	
Other (Please specify)	9	
Don't know	10	

- ALL SELLING PPDS FOODS (PPDS=1)
 C5 **Which of the following types of information would help you prepare for the [IF WALES, SCOTLAND OR NI (COUNTRY=2-4): proposed] change to the law concerning PPDS?**
 READ OUT. MULTICODE.

Online documents and guidance	1	
Information or advice provided face-to-face	2	
Case study information	3	
Hard copy booklets or documents	4	
Online videos	5	
Workshops & seminars	6	
Helplines	7	
Other (Please specify)	8	
DO NOT READ OUT: Don't know	9	

C6 QUESTION DELETED
 C7 QUESTION DELETED
 QUESTIONS C8-C10 MOVED TO SECTION A
 C11 QUESTION DELETED
 C12 QUESTION DELETED

D Allergen Labelling and Guidance Regulations

ASK ALL

D1 Have you ever read any documentation or guidance on food allergen labelling?

Yes	1	
No	2	
Don't know	3	

IF YES (D1=1)

D2 Where did the information come from?

PROBE IF SAY INTERNET: **Which website did this information come from?**

PROBE IF SAY TRAINING COURSE: **Who provided this training course?**

DO NOT READ OUT. MULTICODE.

Local Authority / council	1	
Food Standards Agency (FSA)	2	
Trading Standards Officer or Enforcement Officer	3	
Consumer / allergy organisation e.g. Allergy Action or Allergy UK	4	
Head Office	5	
Another food business	6	
Trade organisation meeting, newsletter or magazine	7	
Customer	8	
Internet (website unknown)	9	
Training course (provider unknown)	10	
Booklets / magazines / newspapers	11	
Other (write in)	12	
Don't know	13	

ASK ALL

D3 Have you received any formal training on food allergens? By formal training we mean any training that takes place away from your usual work activities?

Yes	1	
No	2	
Don't know	3	

IF RECEIVED FORMAL TRAINING (D3=1)

D4 Who provided the training?

IF ONLINE TRAINING MENTIONED, PROBE AS TO WHO IS PROVIDING THIS

DO NOT READ OUT. MULTICODE.

A college or education institute	1	
From employer (incl. head office)	2	
Private provision / consultant	3	
Local Authority / Council	4	
Other (write in)	5	
Don't know	6	

- D5 QUESTION DELETED
- D6 QUESTION DELETED
- D7 QUESTION DELETED
- D7a QUESTION DELETED
- D7b QUESTION DELETED
- D8 QUESTION DELETED
- D9 QUESTION DELETED

ASK ALL

D10 Have you used any of the following resources from the Food Standards Agency or Food Standards Scotland website in relation to allergen information?

READ OUT. MULTICODE.

FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	1	
Advice or guidance webpages	2	
E-training on allergens	3	
Posters	4	
Recipe sheets	5	
Menu grids or templates	6	
Anything else (PLEASE SPECIFY SINGLE TOOL USED)	7	
Anything else (PLEASE SPECIFY SINGLE TOOL USED)	8	
Anything else (PLEASE SPECIFY SINGLE TOOL USED)	9	
None of the above / not used any FSA website resources	10	
DO NOT READ OUT: Don't know	11	

SK IF MORE THAN ONE SELECTED AT D10=1-9

D11 Which of these resources have you found the most useful in terms of allergen information?

DS - ONLY SHOW OPTIONS CODED AT D10

READ OUT. SINGLE CODE.

FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	1	
Advice or guidance webpages	2	
E-training on allergens	3	
Posters	4	

Recipe sheets	5	
Menu grids or templates	6	
Other text 1	7	
Other text 2	8	
Other text 3	9	
DO NOT READ OUT: None / equally useful	10	
DO NOT READ OUT: Don't know	11	

D12 QUESTION DELETED

IF ANY D10_1 TO D10_6 NOT SELECTED

D13 **Were you aware the following resources were available in relation to allergen information before speaking with me today?**

DS. ONLY SHOW OPTIONS **NOT** SELECTED AT D10

READ OUT. MULTICODE.

FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	1	
Advice or guidance webpages	2	
E-training on allergens	3	
Posters	4	
Recipe sheets	5	
Menu grids or templates	6	
None of the above	7	
DO NOT READ OUT; Don't know	8	

E Demographics

ASK ALL

Finally I'd like to ask you a few quick classification questions about your business

E1 MOVED TO SCREENER SECTION

ASK ALL EXCEPT EVENT CATERING AND CONTRACT CATERING SAMPLE

E2 **I have [INSERT SIC DESCRIPTION FROM SAMPLE] as a description of your business's activity? Does that sound about right?**

Yes	1	
No	2	
Don't know	3	

ASK IF E2=1 AND SAMPLE= 'RESTAURANTS AND CAFES'

E2a **Which of the following descriptions best matches the type of restaurant or cafe that you work in?**

READ OUT. SINGLE CODE.

Restaurant	1	
Cafe, sandwich shop or coffee shop	2	
Takeaway	3	
Other (write in)	4	

IF E2=2/3

E3 **What is the main activity of your business?**

INTERVIEWER PROBE FOR

- What is the main product or service?
- What exactly do they make or do?

WRITE IN. TO BE CODED TO 4 DIGIT SIC 2007.
--

E3CHECK INTERVIEWER DO NOT READ OUT: PLEASE CODE IF RESTAURANT, CAFE OR TAKEAWAY OR OTHER

Restaurant	1	
Cafe, sandwich shop or coffee shop	2	
Takeaway	3	
Other	4	

ASK IF SAMPLE= EVENT CATERING AND CONTRACT CATERING

E3A What type of catering do you provide? What are the key sectors which you serve?

OPEN ENDED. FULLY PROBE.

WRITE IN.

E3B QUESTION DELETED

E3C QUESTION DELETED

ASK IF (E2=1 AND SAMPLE= 'RESTAURANTS AND CAFES') OR (E3CHECK=1-3)

E3D What is the style of the food sold in the restaurant or cafe that you work in?

IF SELL MORE THAN ONE STYLE OF FOOD: **We are interested in the style of food which you sell most of**
SINGLE CODE

British / UK	1	
Chinese	2	
Indian	3	
Thai	4	
Mexican	5	
Italian	6	
Spanish	7	
French	8	

Turkish	9	
Greek	10	
'Modern European'	11	
Other (specify)	12	
Don't know	13	

E4 QUESTION MOVED TO SCREENING SECTION

E5 **What is the first language of the owner/manager?**

DO NOT READ OUT. SINGLE CODE.

English	1	
Bengali	2	
Hindi	3	
Sylheti	4	
Urdu	5	
Cantonese	6	
Mandarin	7	
Other (write in)	8	
Don't know	9	

E6 **What is the first language of your staff?**

DO NOT READ OUT. MULTICODE.

English	1	
Bengali	2	
Hindi	3	
Sylheti	4	

Urdu	5	
Cantonese	6	
Mandarin	7	
Other (write in)	8	
Don't know	9	

F Re-contact

ASK ALL

- F1 We are coming towards the end of the survey. Thank you very much for taking the time to speak to us today. Would you be willing for us to call you back:**

READ OUT. MULTICODE.

To clarify any of the information provided in this survey	1
For research studies which may be relevant to you	2
Neither of these	3

IF CONSENT TO RECONTACT (F1=1-2)

- F2 And could I just check, is [NUMBER] the best number to call you on?**

Yes	1
No - write in number	2

IF CONSENT TO RE-CONTACT (F1=1-2)

- F3 As part of this research, we are also looking to conduct follow-up interviews to explore some of these issues in greater depth. These interviews will take place by phone between April and May 2020, lasting around 45 minutes. Would it be okay for somebody to get in touch around that time to check if you're available to interview?**

Yes	1	
No	2	

Don't know	3	
------------	---	--

IF CONSENT TO RE-CONTACT (F1=1-2)

F4 In order to carry out future research, your contact details may be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto the FSA or a research organisation acting on their behalf for this purpose?

ADD IF NECESSARY: We would only pass on your information to the FSA or another research company doing legitimate research on behalf of the FSA. Your interview data would never be passed to anyone else or used for commercial or enforcement purposes.

Yes	1
No	2

IF CONSENT TO RE-CONTACT (F1=1-2)

RECORD DETAILS OF RESPONDENT WHO COMPLETED INTERVIEW

Name:	
Job title:	
Company name:	

SAY TO ALL

Just to confirm, we’ll be keeping your anonymised responses to the interview for analysis purposes and if you’d like a copy of your data, to change your data or for your data to be deleted then please get in contact with [REDACTED].

You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

Appendix A – Crib sheet for Prepacked for direct sale (PPDS) foods

Examples

- Sandwiches placed into packaging by the food business and sold from the same premises.
- A butcher who buys wholesale cuts of meat to make burgers or sausages which are prepacked to be sold on the same premises.
- Foods produced and packed by a food business to be sold in its retail units located within the same building complex as the premises where the food was packed such as a train station, hospital, university or holiday park.
- A café giving away free packaged samples of a new range of cakes they have made on the same premises.
- Foods packaged and then taken by the same operator to a market stall to sell.

What **are not** PPDS foods

Examples of food not within packaging or not sold directly to the consumer therefore not covered by these changes include:

- Food not packed, such as loose items sold to the consumer without packaging
- A meal prepared by a caterer not in any packaging e.g. a meal in a restaurant
- Foods that are freshly prepared and wrapped after the consumer has placed their order, for example a sandwich or burger that is made and wrapped to order.
- Foods that are pre-prepared but not prepacked, for example a sandwich or slice of pizza made in the morning and displayed behind a counter in anticipation of the lunchtime rush and subsequently wrapped for the consumer on ordering.
- A packaged cake made by business “A” and sold by business “B” at a farmer’s market.

Survey of market traders: Recruitment screener

S Screener

ASK ALL

- S2 **My name is [NAME] from IFF Research, an independent market research company. We are conducting a research project for [IF ENGLAND/NI/WALES: the Food Standards Agency] [IF EDINBURGH: Food Standards Scotland] exploring views and practices relating to the provision of food allergy information.**

We are inviting people, such as yourself, to take part in a telephone interview about this at a time that is convenient to you. This interview is likely to last around 15 minutes.

ADD IF NECESSARY: We have contacted the local council and they have given us permission to speak to stalls on this market.

ADD IF NECESSARY: The survey will be carried out according to the Market Research Society's Code of Conduct. . All data will be reported in aggregate form and your answers will not be reported to [IF ENGLAND/NI/WALES: The Food Standards Agency] [IF EDINBURGH: Food Standards Scotland] in any way that would allow you to be identified. [IF ENGLAND/NI/WALES: The Food Standards Agency] [IF EDINBURGH: Food Standards Scotland] will not be made aware of your participation in the research and the information provided will only be used for research purposes.

SUMMARY / EXTRA REASSURANCES IF NECESSARY:

- **No sales attempt will result from your participation in the research**
- **IFF Research Ltd is an independent market research company. All of our work is carried out according to the strict Code of Conduct of the Market Research Society, which means that everything you tell us will be treated in the strictest confidence and that we will not pass your name on to any third party**
- **If you would like to check IFF's credentials, you can call the Market Research Society on 0800 975 9596**
- **The Food Standards Agency is an independent government department responsible for food safety and hygiene across the UK.**

They work with businesses to help them produce safe food, and with local authorities to enforce food safety regulations.

- **If you would like further information on how IFF handles and processes personal data, as well as information on your rights under data protection regulations to access your personal data, withdraw consent, or object to the processing of your personal data you can visit: www.iffresearch.com/GDPR**
- **If you would like to know more about the research we are conducting, please call [REDACTED].**

ASK ALL

S3 Are you able to spare a few seconds now to take a few basic details down and set up an appointment time to give you a call?

Yes	1	CONTINUE
Refusal	2	THANK AND CLOSE

ASK ALL

S4 Thank you, your time is much appreciated. Please can I take your name and the best number to contact you on?

PLEASE RECORD Name_____	1	
PLEASE RECORD Telephone Number_____	2	
PLEASE RECORD Company / Stall name_____	3	
PLEASE RECORD E-mail Address_____	4	

ASK ALL

S5 And what day and time would be best to give you a call?

INTERVIEWER TO ARRANGE AN APPOINTMENT TIME BETWEEN 9AM – 9PM MON-FRI AND BETWEEN 10AM – 5PM SAT AND 11AM – 5PM SUN

PLEASE RECORD Date _____	1	
PLEASE RECORD Time _____	2	

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	Mins

THANK RESPONDENT AND CLOSE INTERVIEW

Survey of market traders: Questionnaire

S Screener

ASK TELEPHONIST

- S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research. Please can I speak to [INSERT RESPONDENT NAME]?**

We spoke to you recently on location at your stall/van in [INSERT MARKET LOCATION]. You agreed to take part in an interview for the [IF ENGLAND/NI/WALES the Food Standards Agency (FSA)] [IF SCOTLAND: Food Standards Scotland] to consider current views and practices relating to the provision of food allergy information

ADD IF NECESSARY: We are conducting a research project for [IF ENGLAND/NI/WALES the Food Standards Agency (FSA)] [IF SCOTLAND: Food Standards Scotland] to explore current views and practices relating to the information you provide on food that is served at this site. We are looking in particular to talk about information on the ingredients in the food made and / or served and how this information is communicated to the people who have purchased food from your stall/mobile van.

Respondent answers phone	1	CONTINUE
Transferred	2	
Hard appointment	3	MAKE APPOINTMENT
Soft Appointment	4	
Engaged	5	CALL BACK
Refusal	6	CLOSE
Refusal – company policy	7	
Refusal – Taken part in recent survey	8	
Nobody at site able to answer questions	9	
Not available in deadline	10	
Fax Line	11	
No reply / Answer phone	12	
Residential Number	13	

Dead line	14	
Company closed	15	
Site does not sell or serve food	16	THANK AND CLOSE
Request reassurance email	17	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

S2 QUESTION DELETED

ASK ALL

S3 Before we begin, I need to read out a quick statement regarding GDPR legislation.

I want to reassure you that all information collected will be treated in the strictest confidence. You have the right to a copy of your data, to change your data or to withdraw from the research at any point. In order to guarantee this, and as part of our quality control procedures, all interviews are recorded. Is that OK?

Yes – agree to continue	1	
Refuse to continue	2	THANK AND CLOSE

REASSURANCES TO USE IF NECESSARY

- The interview will take around 15 minutes to complete.
- This interview is for research purposes and not an inspection or enforcement call. Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.
- If you would like further information on how IFF handles and processes personal data, as well as information on your rights under data protection regulations to access your personal data, withdraw consent, or object to the processing of your personal data you can visit: www.iffresearch.com/GDPR
- If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:
 - MRS: Market Research Society on 0800 975 9596
 - IFF: [REDACTED]
 - FSA: [REDACTED]

ASK ALL
E4 Can I just check, how many employees do you have who work on this stall/van? Please include yourself in this.

SINGLE CODE.

PROMPT WITH RANGES IF NECESSARY

1	1	
2-4	2	
5-10	3	
11-24	4	
25-50	5	
51-99	6	
100-199	7	
200-249	8	
250-499	9	
500+	10	
Don't know	11	

Refused	12	
---------	----	--

ASK ALL

S5 Is any of the food you sell given to consumers in packaging?

DO NOT READ OUT. SINGLE CODE.

Yes	1	CONTINUE
No	2	
Don't know	3	

ASK IF SELL ANY PACKAGED FOODS (S5=1)

S5a Is any of this food packaged before the consumer selects or orders it?

DO NOT READ OUT. SINGLE CODE.

Yes	1	CONTINUE
No	2	
Don't know	3	

ASK IF FOOD PREPACKED BY ORGANISATION (S5A=1)

S5b And is any of this food...?

READ OUT. MULTICODE

Packaged at the same stall / van in which it is sold	1	CONTINUE
Sold from a stall / van, but packaged at another site by your business	2	
CODE DELETED	3	
Packaged by another business	4	
DO NOT READ OUT: None of the above	5	

PPDS DUMMY VARIABLE, DO NOT ASK		
SELL PPDS FOOD	1	S5b=1/2
ELSE	2	S5=2/3 or S5a=2/3 or S5B NOT 1/2

S6 **QUESTION DELETED**

S7 **QUESTION DELETED**

S8 **QUESTION DELETED**

S9 **QUESTION DELETED**

S9a **QUESTION DELETED**

ASK ALL

S10 **Is the market stall/mobile van you work on the only premises where your business sells or serves food, or is it part of a larger business with multiple sites?**

READ OUT. SINGLE CODE.

Single premises	1	
Part of a larger business with multiple sites	2	
DO NOT READ OUT: Don't know	6	
DO NOT READ OUT: Refused	7	

S11 **QUESTION DELETED**

S12 **QUESTION DELETED**

A Current Labelling Practices

ASK ALL

I'd like to ask you a number of questions about allergen labelling and the provision of allergen information – in each instance this refers either to food with multiple ingredients sold or served without packaging, or to food that has been packaged on your stall/van. We are not interested in pre-packed foods that are packaged by a different organisation before they arrive at your stall/van.

- A1 To start with I'd like to ask you about how you supply information on the food you serve or sell, what ingredients it contains, as well as any 'free-from' and 'may contain' labelling you might use.

Do you have a written or informal policy on allergen labelling within your business?

ADD IF NECESSARY: A policy is a guideline or procedure for staff to follow

SINGLE CODE

Yes, written	1	
Yes, informal	2	
No	3	
Don't know	4	

ASK IF HAVE WRITTEN OR INFORMAL POLICY (A1=1-2) AND WHOSE STALL/VAN IS PART OF A LARGER BUSINESS (S10 = 2)

- C1 **Who is mainly responsible for designing this [TEXT SUB IF A1=2 informal] policy?**

READ OUT CODE ONE ONLY SINGLE CODE.

Larger business who employs you / head office	1	
Owner / stall or van manager	2	
Other (write in)	3	
DO NOT READ OUT: Don't know	4	

ASK IF GUIDANCE DESIGNED BY LARGER COMPANY (A2=1)

A3 **And would you say that ensuring that this [TEXT SUB IF A1=2 informal] policy is implemented at this specific stall/van is...**

READ OUT. SINGLE CODE.

Managed solely by your stall/van	3	
Managed primarily by [TEXT SUB IF A2=1: the larger business but your stall/van has a lot of input	4	
Managed primarily by [TEXT SUB IF A2=1: the larger business but your stall/van has some input	5	
Managed solely by [TEXT SUB IF A2=1: the larger business	6	
DO NOT READ OUT: Don't know	7	

ASK IF NO WRITTEN / INFORMAL POLICY (A1=3)

A4 **Why don't you have a written or informal policy on allergen labelling?**

DO NOT READ OUT. MULTICODE.

Don't have the time	8	
Don't feel knowledgeable enough about allergen labelling	9	
It is not a legal requirement	10	
Don't feel it would be relevant / useful to my business	11	
Covered through other policies	12	
Responsibility lies with the supplier / contractor	13	
Other (write in)	14	
Rely on customers to ask us or inform us before ordering food	8	
The food we serve doesn't contain allergens	9	
Never been asked or told I needed a policy on allergen labelling	10	
We don't serve people with food allergies	11	
Don't know	12	

ASK ALL

A5 **At the moment do you provide information on food allergens using any of the following methods?**

READ OUT. MULTICODE.

Staff provide allergen information verbally if asked	15	
Allergen information is provided on menus	16	
Allergen information is provided on packaging which you prepare in-house	17	
Allergen information is provided on labels on or adjacent to your products	18	
Allergen information is provided on posters around the stall/van	19	
Allergen information is provided in a separate booklet/leaflet available upon request	20	
CODE DELETED	7	
CODE DELETED	8	
A sign or sticker asking customers to tell us if they have an allergy or intolerance	9	
Other (write in)	10	
DO NOT READ OUT: Do not provide any information on food allergens (DP: SINGLE CODE)	11	
DO NOT READ OUT: Don't know	12	

ASK THOSE WHO PROVIDE NO INFORMATION ON ALLERGENS (A5 = 8)

A5a **Why do you not provide information on food allergens using any of the methods mentioned?**

PROBE FULLY

WRITE IN
DON'T KNOW

A6 QUESTION DELETED
 A6a QUESTION DELETED
 A6b QUESTION DELETED

A6c QUESTION DELETED

A7 QUESTION DELETED

A8 QUESTION DELETED

ASK ALL

A8a **As far as you are aware, do any of the foods you sell or serve, contain any of the following allergens...?**

READ OUT. SINGLE CODE PER ROW.

FOR OTHERS MENTIONED, PLEASE ENTER A SINGLE ALLERGEN PER ROW (UP TO THREE)

	YES	NO	DK
o. Gluten, for example most breakfast cereals, pasta, bread and other baked goods	1	2	3
p. Crustaceans, for example crabs, lobster and shrimps	1	2	3
q. Molluscs, for example mussels, oysters, scallops and squid	1	2	3
r. Fish	1	2	3
s. Peanuts	1	2	3
t. Other nuts such as almond, hazelnut, walnut, cashew, pecan, brazil, pistachio and macadamia	1	2	3
u. Sesame seeds	1	2	3
v. Eggs	1	2	3
w. Milk	1	2	3
x. Soybeans	1	2	3
y. Mustard	1	2	3
z. Lupin (ADD AS NECESSARY: sometimes used as a replacement for soya)	1	2	3
aa. Celery	1	2	3
bb. Sulphur dioxide at more than 10 mg/kg or 10mg/litre	1	2	3
CODE DELETED			
CODE DELETED			
CODE DELETED			

ASK ALL WHO PROVIDE ANY ALLERGEN INFORMATION (VERBALLY OR WRITTEN) AND HAVE CODED AT LEAST ONE ALLERGEN AT A8A (A5=1-7, 10-12 AND A8A_A – Q = 1)

A9 Which of the following allergens do you include in the written or verbal information you provide?

READ OUT. SINGLE CODE PER ROW.

DS - ONLY SHOW OPTIONS CODED AS 1 AT A8a

	YES	NO	DK
o. Gluten, for example most breakfast cereals, pasta, bread and other baked goods	1	2	3
p. Crustaceans, for example crabs, lobster and shrimps	1	2	3
q. Molluscs, for example mussels, oysters, scallops and squid	1	2	3
r. Fish	1	2	3
s. Peanuts	1	2	3
t. Other nuts such as almond, hazelnut, walnut, cashew, pecan, brazil, pistachio and macadamia	1	2	3
u. Sesame seeds	1	2	3
v. Eggs	1	2	3
w. Milk	1	2	3
x. Soybeans	1	2	3
y. Mustard	1	2	3
z. Lupin (ADD AS NECESSARY: sometimes used as a replacement for soya)	1	2	3
aa.Celery	1	2	3
bb.Sulphur dioxide at more than 10 mg/kg or 10mg/litre	1	2	3
CODE DELETED			
CODE DELETED			
CODE DELETED			

IF BUSINESS DOES NOT PROVIDE INFORMATION ON ANY OF THE 14 ALLERGENS (A9_A-N= ANY 'NO' OR 'DK' ACROSS ALL ITERATIONS)

A10 Why don't you provide information on all of the allergens in food which you sell or serve?

DO NOT READ OUT. MULTICODE.

Tend to focus on the more common allergens	21	
Not familiar with all the allergens	22	
Not a legal requirement	23	
Not enough space to alert to all allergens	24	
Suppliers do not provide information on all allergens	25	
No need to focus on allergens that customers do not enquire about	26	
Other (write in)	27	
Don't know	28	

ASK ALL

A11 Do you use any precautionary advice warnings for customers such as 'may contain' labelling on any of your food products or meals?

Yes	1	
No	2	
Don't know	3	

A12 QUESTION DELETED

A13 QUESTION DELETED

ASK ALL

A14 **Do you use 'free from' labelling on any of your food products or meals?**

Yes	1	
No	2	
Don't know	3	

A15 QUESTION DELETED

A16 QUESTION DELETED

A16A QUESTION DELETED

C8 QUESTION DELETED

ASK THOSE WHO PROVIDE ALLERGY INFORMATION (A5 = 1 – 7, 10-12)
AND C8 IS NOT 7

C9 [TEXT SUB: IF A5=1 OR 7 OR 12 ONLY: **Do you review the way you communicate/ IF ANY A5= 2-6, 10 or 11: Do you update written labels, posters, websites or menus containing] allergy information every time you change the products that you sell?**

Yes	1	
No	2	
Don't know	3	

IF DO NOT REVIEW COMMUNICATIONS / UPDATE WRITTEN MATERIAL
(C9=2)

C10 **Why don't you [TEXT SUB: IF A5=1 OR 7 OR 12 ONLY: review the way you communicate/ IF ANY A5= 2-6, 10-11: update written labels, posters, websites or menus containing] allergy information?**

DO NOT READ OUT. MULTICODE.

Because do not use labels	1	
Food we sell or serve never changes	2	
It takes too long	3	

It is too expensive	4	
Don't know enough about allergens	5	
Don't feel it is important / relevant	6	
Customers' responsibility to ask/inform us about their allergens	7	
Suppliers deal with allergy information	8	
Other (write in)	9	
Don't know	10	

ASK ALL

A17 If a customer was to ask about allergenic ingredients, how would you go about checking this for them?

DO NOT READ OUT. MULTICODE.

Everything is labelled for the customer to see	29	
Staff check on supplier websites	30	
Staff check their own business' website	3	
Check product brands on their website	4	
Retain ingredient information for all products used in the preparation of food	5	
Retain all information provided by suppliers	6	
Ask the chef	7	
Check the packaging / labels from the supplier	8	
Staff check handbook/allergenic information sheet	9	
Other (write in)	10	
Don't know	11	

ASK IF PART OF LARGER BUSINESS (S10 = 2)

A18 Who at your stall/van has formal responsibility for checking allergenic ingredients?

DO NOT READ OUT. MULTICODE,

Larger business who employs you	1	
Yourself/stall or van manager	2	
All staff at this site	3	
Local Authority	4	
Other (write in)	5	
Don't know	6	

A19 DELETED

A20 DELETED

ASK ALL

A21 Do you check or audit ingredients from suppliers / wholesalers?

IF YES: **Is that always the case or only sometimes?**

Yes always	1	
Yes sometimes	2	
Never	3	
Don't know	4	

IF CHECK INGREDIENTS USED BY SUPPLIERS / WHOLESALERS OR
(A21=1 OR 2)

A22 How is this information on ingredients from suppliers / wholesalers formally recorded at your establishment?

DO NOT READ OUT. MULTICODE.

Recorded electronically at the stall/van for use by staff	31	
Recorded in hard copy at the stall/van for use by staff	32	
Labelling and written information displayed to customers updated	33	
Don't record it	34	

Keep or copy packaging / labels	35	
Other (write in)	36	
Don't know	37	

ASK ALL

A23 In 2014, legislation was introduced which made it compulsory for food businesses to provide information on the 14 allergens I read out to you earlier. What have been the main challenges you have faced around this?

DO NOT READ OUT. CODE ALL THAT APPLY

Ensuring that suppliers provide the correct ingredients information	1	
The cost of regularly updating information on menus or labels	2	
The time it takes to regularly update information on menus or labels	3	
Logging and record keeping of products' allergy information	4	
Staff training and awareness	5	
Remembering to update information / keep on top of it all	6	
No challenges	7	
Other (write in)	8	
Don't know	9	

B Processes and Staff Training

ASK ALL

B1b Are staff provided with allergen information, including the risks of cross contamination of allergens, in any of the following ways?

READ OUT. MULTICODE.

Posters around the stall	1	
Information leaflets	2	

Given booklets on allergy control	3	
CODE DELETED	4	
Given a copy of the FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	5	
Given verbal training	6	
Given a staff handbook on business procedures	7	
Formal training for all new staff	8	
Online training	9	
Other (write in)	10	
None of the above	11	
DO NOT READ OUT: Don't know	12	

ASK ALL

B2 Do you have systems or practices in place to prevent cross contamination in relation to food allergens?

Yes	1	
No	2	
Don't know	3	

IF YES (B2=1)

B3 What systems or practices do you use?

DO NOT READ OUT. MULTICODE.

Staff training	1	
Colour coding	2	
Allergen ingredient warnings on containers	3	
Separate work areas	4	
Separate chopping boards and utensils	5	
Separate cooking equipment such as ovens and pans	6	
Hand washing policy	7	
Routinely clean between preparation tasks	8	
Separate food storage	9	
Use the correct clothing (i.e. aprons, hairnets, disposable gloves)	10	
Other (write in)	11	
Don't know	12	

C PPDS

READ TO ALL

In this section of the survey, I'll be talking to you about prepacked food for direct sale. This is food that is packed before being offered for sale, for example food packaged by you and then taken to your market stall / van to sell, or food packaged at your stall / van before the customer requests it..
 IF RESPONDENT IS STILL UNSURE WHAT IS MEANT BY PPDS, PROMPT WITH EXAMPLES FROM CRIB SHEET.

From now on I will refer to prepacked food for direct sale as PPDS foods.

ASK IF SELL PPDS FOODS (PPDS=1)

C1 Thinking about PPDS foods, which of the following describes the information shown on your packaging?

READ OUT. SINGLE CODE.

ALL ingredients	1	
-----------------	---	--

ALLERGENIC ingredients only	2	
SOME allergenic ingredients	3	
No ingredients shown	4	
DO NOT READ OUT: Don't know	5	

IF ONLY LABEL SOME ALLERGENIC INGREDIENTS (C1=3

C2 Which allergenic ingredients do you provide labelling for?

READ OUT. SINGLE CODE.

DS – ONLY SHOW THOSE MARKED AS '1' AT A8A

	YES	NO	DK
o. Gluten, for example most breakfast cereals, pasta, bread and other baked goods	1	2	3
p. Crustaceans, for example crabs, lobster and shrimps	1	2	3
q. Molluscs, for example mussels, oysters, scallops and squid	1	2	3
r. Fish	1	2	3
s. Peanuts	1	2	3
t. Other nuts such as almond, hazelnut, walnut, cashew, pecan, brazil, pistachio and macadamia	1	2	3
u. Sesame seeds	1	2	3
v. Eggs	1	2	3
w. Milk	1	2	3
x. Soybeans	1	2	3
y. Mustard	1	2	3
z. Lupin (ADD AS NECESSARY: sometimes used as a replacement for soya)	1	2	3
aa. Celery	1	2	3
bb. Sulphur dioxide at more than 10 mg/kg or 10mg/litre	1	2	3
CODE DELETED			

CODE DELETED			
CODE DELETED			

C3 QUESTION DELETED

ASK ALL

C4 [IF ENGLAND (FROM SAMPLE): **Before today were you aware of the food information amendment being introduced in 2021 which will make it compulsory to provide full ingredients labelling for PPDS foods? This is also known as Natasha's law.**]

[IF WALES, SCOTLAND OR NI (FROM SAMPLE): **Before today were you aware of proposed changes which will make it compulsory to provide full ingredients labelling for PPDS foods?**]

Yes	1	
No	2	
Don't know	3	

ASK ALL SELLING PPDS FOODS (PPDS=1)

C4A **How easy or difficult do you think it will be to comply with this [IF WALES, SCOTLAND OR NI (FROM SAMPLE): proposed] change to the law?**
 READ OUT. SINGLE CODE.

Very easy	1	
Fairly easy	2	
Neither easy nor difficult	3	
Fairly difficult	4	
Very difficult	5	
DO NOT READ OUT: Don't know	6	

IF DIFFICULT (C4A=4/5)

C4B **What do you think will be your main challenges?**
 DO NOT READ OUT. MULTICODE.

Ensuring that suppliers provide the correct ingredients information	1	
Logging and record keeping of ingredients information	2	
The cost of introducing and updating labelling for PPDS foods	3	
The time it will take to introduce and update labelling for PPDS foods	4	
Ensuring the correct labelling / packaging is used for PPDS foods	5	
Remembering to update labelling / packaging used for PPDS foods when a change is made	6	
Staff training and awareness	7	
Uncertainty around the definition of PPDS foods	8	
Other (Please specify)	9	
Don't know	10	

ALL SELLING PPDS FOODS (PPDS=1)

- C5 **Which of the following types of information would help you prepare for the [IF WALES, SCOTLAND OR NI (COUNTRY=2-4): proposed] change to the law concerning PPDS?**
 READ OUT. MULTICODE.

Online documents and guidance	1	
Information or advice provided face-to-face	2	
Case study information	3	
Hard copy booklets or documents	4	
Online videos	5	
Workshops & seminars	6	
Helplines	7	
Other (Please specify)	8	
DO NOT READ OUT: Don't know	9	

- C6 QUESTION DELETED

C7 QUESTION DELETED

QUESTIONS C8-C10 MOVED TO SECTION A

C11 QUESTION DELETED

C12 QUESTION DELETED

D Allergen Labelling and Guidance Regulations

ASK ALL

D1 Have you ever read any documentation or guidance on food allergen labelling?

Yes	1	
No	2	
Don't know	3	

IF YES (D1=1)

D2 Where did the information come from?

PROBE IF SAY INTERNET: Which website did this information come from?

PROBE IF SAY TRAINING COURSE: Who provided this training course?

DO NOT READ OUT. MULTICODE.

Local Authority / council	1	
Food Standards Agency (FSA)	2	
Trading Standards Officer or Enforcement Officer	3	
Consumer / allergy organisation e.g. Allergy Action or Allergy UK	4	
Head Office	5	
Another food business	6	
Trade organisation meeting, newsletter or magazine	7	
Customer	8	

Internet (website unknown)	9	
Training course (provider unknown)	10	
Booklets / magazines / newspapers	11	
Other (write in)	12	
Don't know	13	

ASK ALL

D3 **Have you received any formal training on food allergens? By formal training we mean any training that takes place away from your usual work activities?**

Yes	1	
No	2	
Don't know	3	

IF RECEIVED FORMAL TRAINING (D3=1)

D4 **Who provided the training?**

DO NOT READ OUT. MULTICODE.

A college or education institute	1	
From employer	2	
Private provision / consultant	3	
Local Authority / Council	4	
Other (write in)	5	
Don't know	6	

D5 QUESTION DELETED

D6 QUESTION DELETED

D7 QUESTION DELETED

D7a QUESTION DELETED

D7b QUESTION DELETED

D8 QUESTION DELETED

D9 QUESTION DELETED

ASK ALL

D10 Have you used any of the following resources from the Food Standards Agency or Food Standards Scotland website in relation to allergen information?

READ OUT. MULTICODE.

FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	1	
Advice or guidance webpages	2	
E-training on allergens	3	
Posters	4	
Recipe sheets	5	
Menu grids or templates	6	
Anything else (PLEASE SPECIFY SINGLE TOOL USED)	7	
Anything else (PLEASE SPECIFY SINGLE TOOL USED)	8	
Anything else (PLEASE SPECIFY SINGLE TOOL USED)	9	
None of the above / not used any FSA website resources	10	
DO NOT READ OUT: Don't know	11	

ASK IF D10=1-9

D11 Which of these resources have you found the most useful in terms of allergen information?

DS - ONLY SHOW OPTIONS CODED AT D10

READ OUT. SINGLE CODE.

FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	1	
Advice or guidance webpages	2	
E-training on allergens	3	
Posters	4	
Recipe sheets	5	
Menu grids or templates	6	
Other text 1	7	
Other text 2	8	
Other text 3	9	
DO NOT READ OUT: None / equally useful	10	
DO NOT READ OUT: Don't know	11	

D12 QUESTION DELETED

IF ANY D10_1 TO D10_5 NOT SELECTED

D13 **Were you aware the following resources were available in relation to allergen information before speaking with me today?**

DS. ONLY SHOW OPTIONS NOT SELECTED AT D10

READ OUT. MULTICODE.

FSA's 'Food allergen labelling and information requirements under the EU Food Information for Consumers Regulation 1169/2011: Technical Guidance'	1	
Advice or guidance webpages	2	
E-training on allergens	3	
Posters	4	
Recipe sheets	5	
Menu grids or templates	6	
None of the above	7	

DO NOT READ OUT: Don't know	8	
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E Demographics

E2 DELETED

E2a DELETED

ASK ALL

E3a **Finally, what is the style of the food sold at the stall/van you work on?**

IF SELL MORE THAN ONE STYLE OF FOOD: **We are interested in the style of food which you sell most of**
SINGLE CODE

British / UK	1	
Chinese	2	
Indian	3	
Thai	4	
Mexican	5	
Italian	6	
Spanish	7	
French	8	
Turkish	9	
Greek	10	
'Modern European'	11	
Other (specify)	12	
Don't know	13	

E5 What is the first language of the owner/manager?

DO NOT READ OUT. SINGLE CODE.

English	1	
Bengali	2	
Hindi	3	
Sylheti	4	
Urdu	5	
Cantonese	6	
Mandarin	7	
Other (write in)	8	
Don't know	9	

E6 What is the first language of your staff?

DO NOT READ OUT. MULTICODE.

English	1	
Bengali	2	
Hindi	3	
Sylheti	4	
Urdu	5	
Cantonese	6	
Mandarin	7	
Other (write in)	8	
Don't know	9	

F Re-contact

ASK ALL

- F1 We are coming towards the end of the survey. Thank you very much for taking the time to speak to us today. Would you be willing for us to call you back:**

READ OUT. MULTICODE.

To clarify any of the information provided in this survey	1
For research studies which may be relevant to you	2
Neither of these	3

IF CONSENT TO RECONTACT (F1=1-2)

- F2 And could I just check, is [NUMBER] the best number to call you on?**

Yes	1
No - write in number	2

IF CONSENT TO RE-CONTACT (F1=1-2)

- F3 As part of this research, we are also looking to conduct follow-up interviews to explore some of these issues in greater depth. These interviews will take place by phone between April and May 2020, lasting around 45 minutes. Would it be okay for somebody to get in touch around that time to check if you're available to interview?**

Yes	4	
No	5	
Don't know	6	

IF CONSENT TO RE-CONTACT (F1=1-2)

- F4 In order to carry out future research, your contact details may be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto the FSA or a research organisation acting on their behalf for this purpose?**

ADD IF NECESSARY: We would only pass on your information on to the FSA or another research company doing legitimate research on behalf of the FSA. Your interview data would never be passed to anyone else or used for commercial or enforcement purposes.

Yes	1
No	2

IF CONSENT TO RE-CONTACT (F1=1-2)

RECORD DETAILS OF RESPONDENT WHO COMPLETED INTERVIEW

Name:	
Job title:	
Company name:	

Just to confirm, we’ll be keeping your anonymised responses to the interview for analysis purposes and if you’d like a copy of your data, to change your data or for your data to be deleted then please get in contact with [REDACTED].

You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

Appendix A – Crib sheet for Prepacked for direct sale (PPDS) foods

Examples

- Sandwiches placed into packaging by the food business and sold from the same premises.
- A butcher who buys wholesale cuts of meat to make burgers or sausages which are prepacked to be sold on the same premises.
- Foods produced and packed by a food business to be sold in its retail units located within the same building complex as the premises where the food was packed such as a train station, hospital, university or holiday park.
- A café giving away free packaged samples of a new range of cakes they have made on the same premises.
- Foods packaged and then taken by the same operator to a market stall to sell.

In a retail environment such as a supermarket, the following examples would also be considered PPDS foods, provided they are packed on the premises from which they are sold **before** being offered for sale:

- Fresh pizzas from the deli counter;
- Boxed salads
- Hot foods such as rotisserie chicken; and
- Foods that are pre-weighed and packed such as cheese or meats from a delicatessen counter or baked goods from an in-store bakery

What **are not** PPDS foods

Examples of food not within packaging or not sold directly to the consumer therefore not covered by these changes include:

- Food not packed, such as loose items sold to the consumer without packaging
- A meal prepared by a caterer not in any packaging e.g. a meal in a restaurant
- Foods that are freshly prepared and wrapped after the consumer has placed their order, for example a sandwich or burger that is made and wrapped to order.
- Foods that are pre-prepared but not prepacked, for example a sandwich or slice of pizza made in the morning and displayed behind a counter in anticipation of the lunchtime rush and subsequently wrapped for the consumer on ordering.
- A packaged cake made by business "A" and sold by business "B" at a farmer's market.

Qualitative follow-up interviews: Recruitment screener

S Screener

S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Food Standards Agency and Food Standards Scotland. Please can I speak to NAME?**

Respondent answers phone	1	CONTINUE
Transferred to respondent	2	
Hard appointment	3	MAKE APPOINTMENT
Soft Appointment	4	
Engaged	5	CALL BACK
No reply / Answer phone	6	
Refusal	7	CLOSE
Refusal – company policy	8	
Nobody at site able to answer questions	9	
Not available in deadline	10	
Fax Line	11	
Residential Number	12	
Dead line	13	
Company closed	14	
Request reassurance email	15	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL

S2 **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company, on behalf of the [IF ENG/NI/WALES: Food Standards Agency (FSA)] [IF SCOTLAND: Food Standards Scotland (FSS)].**

You recently took part in a telephone survey we carried out on behalf of [IF ENG/NI/WALES: the FSA] [IF SCOTLAND: the FSS], exploring topics like the provision of information on allergenic ingredients, staff training on allergens, [IF PPDS≠1: and] challenges you might have faced with the current allergen information requirements introduced in 2014 [IF PPDS=1: and your feelings about the new requirement [IF ENG/NI/WALES: being introduced in] [IF SCOTLAND: proposed for] 2021].

At the end of the interview you said that you might be willing to take part in a further interview to explore some of these issues in greater depth. These follow-up interviews were originally due to take place in May 2020 but were suspended due to Covid-19.

Much has changed in that time due to the pandemic, and we understand that these last few months have been extremely challenging for many food businesses. We are also aware that your business’ circumstances may have also altered since we last spoke with you.

However, if you are still trading, able and willing to speak with us, we would be very grateful for your involvement in this research.

It will help [IF ENG/NI/WALES: the FSA] [IF SCOTLAND: the FSS] better understand the challenges businesses face in relation to allergens compliance and how best they could support businesses, like yours, in the future.

The interview would be conducted by telephone and would last between 30 and 45 minutes. If preferred, interviews can also be done over Microsoft Teams.

Please be assured that any information you give us will be used for research purposes only and will not be passed to [IF ENG/NI/WALES: the FSA] [IF SCOTLAND: the FSS] in any way that would allow you or your organisation to be identified.

Could we book a time and date for the interview now, if you’re still willing to take part?

Willing to take part	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	

Engaged / No reply / Answer phone	4	CALL BACK
Refusal	5	THANK AND CLOSE
Not available in deadline	6	

ASK ALL REFUSING TO TAKE PART (S1 =7/8 OR S2= 5)

S2a **Could you please briefly explain why you are unable to take part in an interview?**

INTERVIEWER NOTE: Please ensure you ask this question in a sensitive manner, as it is possible that some businesses will have faced challenges related to Covid-19.

IF NECESSARY: **We're interested to know the reasons why some people are unable to take part so that the FSA can understand how to best accommodate businesses like yours in future research studies.**

WRITE IN		
Don't know	1	
Refuse to explain	2	

ASK ALL AGREEING TO TAKE PART (S2 = 1)

S3 **That's excellent - thank you. Under data protection law, I'm required to tell you that you have the right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, or find out more, you can consult our website at iffresearch.com/gdpr.**

As part of our quality control procedures, all interviews are recorded automatically.

Is that OK?

Yes	1	CONTINUE
No (Refusal)	2	THANK AND CLOSE

REASSURANCES TO USE IF NECESSARY

- You recently took part in a telephone survey with us on behalf of [IF ENG/NI/WALES: the FSA] [IF SCOTLAND: the FSS]. At the end of the survey you said that you would be willing to take part in a follow-up interview.
- This interview would have originally taken place in April or May 2020, however due to the situation with Covid-19, interviews were postponed and are now taking place in September and October 2020.
- This call will take less than 5 minutes. It’s just to arrange a convenient date and time for a depth interview which you said previously you might be willing to take part in, which will last between 30 and 45 minutes, and will also be conducted by phone.
- IFF Research will not disclose to [IF ENG/NI/WALES: the FSA] [IF SCOTLAND: the FSS] who has taken part in the research and your responses will be **completely anonymous** and used for research purposes only. All names and contact details are deleted at the earliest opportunity – and no more than 24 months after the end of the project. More information about this can be found on our website – www.iffresearch.com
- You have the right to have a copy of your data, change your data, or withdraw from the research at any point. If you’d like to do this, you can consult our website at www.iffresearch.com/gdpr
- IFF Research is a member of the Market Research Society, and as such has to comply with its Code of Practice, which is available to view on the MRS website (www.mrs.org.uk)
- If you wish to confirm the validity of this study or get more information about aims and objectives, you can contact:
 - **IFF:** [REDACTED]
 - **FSA:** [REDACTED]
 - **MRS: Market Research Society on 0800 975 9596**

ASK ALL
 S4 **We are aiming to conduct the telephone interviews between September 18th and October 15th, 2020. If preferred, we can also conduct interviews over Microsoft Teams. Which would you prefer?**

Telephone	1	
Microsoft Teams	2	

ASK ALL

S4a **And, what date and time would suit you best?**

Date:	WRITE IN
Time:	WRITE IN

ASK ALL

S5 **And can you provide me your phone number and email address?**

IF NECESSARY: The phone number is required so that we can call you to conduct the interview. If you've chosen to do it by telephone. An email address is required so that we can send you confirmation of the appointment.

Telephone number:	WRITE IN
Email address:	WRITE IN

ASK ALL

S6 **Thank you very much agreeing to take part, we are really grateful for your input into this study. You should receive a confirmation email from us shortly, which will provide the date and time of the telephone interview.**

If you're unable to take part, or have any further questions about the research, please do let us know by contacting [REDACTED].

THANK RESPONDENT, CONFIRM DATE AND TIME AND CLOSE INTERVIEW

Qualitative follow-up interviews: Topic guide

A Interview preparation

This topic guide uses filters and text-subs at some questions so that discussions can be tailored around what is known about the business from the quantitative survey. The table below can be used in preparation for the interview to note which questions that have a filter should be asked and which text subs should be used.

Survey response	Definition	☑	Topic guide question
England, Northern Ireland or Wales	Country = 1/2/4		E2 / E4 / E8
Scotland	Country = 3		E2 / E4 / E8
Use precautionary labelling	A11=1		D1 / D2 / D3
Do not use precautionary labelling	A11=2/3		D1
Label no ingredients on PPDS	C1=4		E1 / E2
Label some ingredients on PPDS	C1=2/3		E3 / E4 / E5
Label all ingredients on PPDS	C1=1		E6
Label any ingredients on PPDS	C1=1/2/3		E7
PPDS	PPDS=1		General filter for Section E (specific base for E8 / E13 - E16)
Expect compliance to be easy	C4a=1/2		E9 / E10
Expect compliance to be difficult	C4a=4/5		E11 / E12
Receive training	D3 = 1		For reference purposes (we re-check in the interview)

14 allergens covered by the EU legislation

- Celery
- Cereals containing gluten

- Crustaceans
- Eggs
- Fish
- Lupin
- Milk
- Molluscs
- Mustard
- Nuts
- Peanuts
- Sesame seeds
- Soya
- Sulphur dioxide (sometimes known as sulphites)

B Introduction (2-3 mins)

Researcher introduces themselves and purpose of interview:

- I work for IFF Research, an independent research agency. The Food Standards Agency (FSA) and Food Standards Scotland (FSS) have commissioned us to conduct research into the current provision of information on allergenic ingredients by food businesses.
- A few months ago, you took part in a telephone survey exploring topics like the provision of information on allergenic ingredients, staff training on allergens, challenges you might have faced with the legislative changes introduced in 2014 and your feelings about the new legislation being introduced in 2021 in relation to prepacked for direct sale (PPDS) foods – i.e. foods that have been packed before being offered for sale on the same premises from which they are being sold
- This discussion will explore your views on similar topics in more detail. In some cases, we may refer to answers you gave in the survey. The discussion should last between 30 and 45 minutes. Findings from this study will help [IF ENG/NI/WALES: the FSA] [IF SCOTLAND: the FSS] understand what challenges businesses face in relation to allergens compliance and how best they could support food businesses in the future.
- If there are any questions you don't know the answers to or you don't want to answer, that's fine, just let me know and we'll move on.
- IFF Research operates under the strict guidelines of the Market Research Society's Code of Conduct. Our calls are automatically recorded for research and training purposes only. At the end of the discussion we will ask for your permission to use anonymised quotes in reporting.
- We'll be keeping your personal data until 31st October 2022. If you'd like a copy of your data, to change your data, for your data to be deleted or to lodge

a complaint, then please follow the process outlined on our webpage:
www.iffresearch.com/gdpr/.

- We like to audio record all interviews of this nature so we don't have to take a lot of notes – the recording will only be used for analysis purposes. Is this OK?

C Background (2-3 mins)

ASK ALL

C1 To start with, can you tell me a bit about your business, and your role within the business?

- What kind of food does your business produce?
- Who are your customers?
- What is your role in the business?
- What responsibilities does this role entail?
 - IF NOT MENTIONED: What about in terms of allergen control and the provision of information of allergenic ingredients?

D Precautionary labelling (10 mins)

The next few questions are about voluntary precautionary allergen labelling such as 'may contain' labels.

D1 During our telephone survey, you said you [A11 = 1: use] [A11 = 2/3: do not use] precautionary labelling such as 'may contain' on your products.

IF USE PRECAUTIONARY LABELLING (A11=1 IN SURVEY):

- **Why do you use precautionary labelling, such as may contain labels?**

ALLOW SPONTANEOUS RESPONSE AND ONLY USE THE FOLLOWING PROBE LIST AS A LAST RESORT

- Recommendation/guidance (from who?)
- To inform / reassure customers
- To avoid the business being liable to a customer having an allergic reaction
- Addresses a risk, informed by a risk assessment carried out by the business
- Products they sell have the labelling on them already

- Any other reasons?
- **What kinds of products do you use them on?**
- **What benefits do you think there are in using such labelling?**
- **Do you think there are any drawbacks or challenges to using such labelling?**

IF DON'T USE (A11=2/3 IN SURVEY):

- **Why don't you use precautionary labelling, such as may contain labels?**

ALLOW SPONTANEOUS RESPONSE AND ONLY USE AS A LAST RESORT

- Recommendation/guidance (from who?)
- No legal requirement to do so
- Allergenic ingredients information provided through other methods.
- Any other reasons?
- **Would you ever consider using such labelling? Why? In what circumstance would you be motivated to use them?**
- **What benefits do you think there are in using such labelling?**
- **Do you think there are any drawbacks or challenges to using such labelling?**

IF USE PRECAUTIONARY LABELLING (A11=1 IN SURVEY)

D2 What do the precautionary labels you use specify?

- What ingredients do the labels cover? Do you refer to all 14 allergens or only those where you have identified a risk of its presence in the food being sold?
- What do the labels actually say? How much detail is provided? What form of wording do you use and why?

D3 How does your business determine whether a product may contain an allergen?

- What methods are used? e.g. lab tests, information from suppliers
- What thresholds/limits are used in these checks?

- How often are checks conducted on products to ensure may contain labels are correct?

ASK ALL

D4 Are you aware of any businesses that ask customers purchasing food products or meals to sign a waiver or disclaimer so that their business is not liable if they suffer an allergic reaction?

- What do you think motivates business to do this?
- In what circumstances do you think they would you ask a customer to sign a waiver/disclaimer?
- How do you think customers would react to this request?
- **What do you think would help minimise the use of waivers and disclaimers?**

E Current labelling practices and the upcoming legislative change (15 min) – PPDS only

I'd like to move on now to talk a bit about your businesses current labelling practices...

ASK IF DO NOT LABEL ANY INGREDIENTS ON PPDS FOODS (C1=4 IN SURVEY)

E1 When you took part in our telephone survey you discussed the labelling of ingredients on prepacked food for direct sale (PPDS). In other words, food that is packaged by your business at the same premises from which it is sold – for example, a sandwich that is made on site and then packaged before being offered to customers,

During this discussion you said that you do not label any ingredients on the PPDS foods you sell or serve. Could you please tell me why that is?

ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES AS A LAST RESORT

- Time constraints
- Costs / it being expensive
- Ingredients change too often
- Issues in collating allergens information (e.g. from suppliers or wholesalers)
- The information is provided to consumers in other ways – how?

- Practical issues around labelling ingredients – e.g. space, room for error, etc.
- **DO NOT PROMPT, BUT LISTEN OUT FOR, AND PROBE IF MENTIONED:** It not being a legal requirement currently

ASK IF DO NOT LABEL ANY INGREDIENTS ON PPDS FOODS (C1=4 IN SURVEY)

E2 **What, if anything, would need to change to make you start labelling ingredients on PPDS foods [IF ENGLAND / NI / WALES: from October next year]?**

ASK IF LABEL SOME INGREDIENTS ON PPDS FOODS (C1=2/3 IN SURVEY)

E3 **When you took part in our telephone survey you discussed the labelling of ingredients on prepacked food for direct sale (PPDS). In other words, food that is packaged by your business at the same premises from which it is sold – for example, as sandwich that is made on site and then packaged before being offered to customers.**

During this discussion you said that you label some ingredients on the PPDS foods you sell, but not all. Could you please tell me why that is?

ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES AS A LAST RESORT

- Time constraints
- Costs / it being expensive
- Ingredients change too often
- Issues in collating allergens information (e.g. from suppliers or wholesalers)
- The information is provided to consumers in other ways – how?
- Practical issues around labelling ingredients – e.g. space, room for error, etc.
- **DO NOT PROMPT, BUT LISTEN AND PROBE IF MENTIONED:** It not being a legal requirement currently

ASK IF LABEL SOME INGREDIENTS ON PPDS FOODS (C1=2/3 IN SURVEY)

E4 What, if anything, would need to change to make you start labelling all ingredients on PPDS foods [IF ENGLAND / NI / WALES: from October next year]? Why?

ASK IF LABEL SOME INGREDIENTS ON PPDS FOODS (C1=2/3 IN SURVEY)

E5 What ingredients are included on the labels on your PPDS products? Which aren't?

- PROBE FOR TYPES OF INGREDIENTS: e.g. only allergenic ingredients, only ingredients over a certain quantity/threshold, only common allergens (e.g. peanuts or gluten).
- Why is information on these ingredients included on some labels, but not others?

ASK IF LABEL ALL INGREDIENTS ON PPDS FOODS (C1=1 IN SURVEY)

E6 When you took part in our telephone survey you discussed the labelling of ingredients on prepacked food for direct sale (PPDS). In other words, food that is packaged by your business before being offered to customers.

During this discussion you said that you label all ingredients on the PPDS foods you sell. Could you please tell me why that is?

- ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES / EXAMPLES AS A LAST RESORT: e.g. business liability, preparation for 2021 legislative changes.

ASK IF LABEL PPDS (C1=1-3 IN SURVEY)

E7 Can you talk me through your business' process for labelling ingredients on PPDS products?

- How are the labels produced and who by? (e.g. in-house or external, computerised or handwritten etc.)
- What processes are in place to ensure the ingredients listed on labels are correct?

ASK IF SELL PPDS (PPDS=1 IN SURVEY)

E8 The [IF ENGLAND / NI / WALES: upcoming IF SCOTLAND: proposed] 2021 legislative changes will require full ingredients lists to be included on the packaging of all PPDS foods, with allergens emphasised in the ingredients list e.g. through the use of bold text, colour or underlining.

What impact, if any, do you think this requirement will have on your business?

- IF NECESSARY: Prepacked food for direct sale (PPDS) are foods that are packaged by your business before being offered to customers.
- Do you foresee any negative impacts? (e.g. increased costs, having to stop selling PPDS)
- Do you foresee any positive impacts? (e.g. less risk for consumers or the business)
- Why do you think that? What is this view based on?
ASK IF EXPECT COMPLIANCE TO BE EASY (C4A=1/2 IN SURVEY)

E9 During the telephone survey you said that you think it will be easy to comply with the 2021 legislative changes. Could you please tell me why you think that?

ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES AS A LAST RESORT

- Labelling processes already in place
- Good information sharing with suppliers and wholesalers
- Ingredients used are consistent
ASK IF EXPECT COMPLIANCE TO BE EASY (C4A=1/2 IN SURVEY)

E10 Are there any aspects of compliance that you think will be more difficult than others? Why?

ASK IF EXPECT COMPLIANCE TO BE DIFFICULT (C4A=4/5 IN SURVEY)

E11 During the telephone survey you said that you think it will be difficult to comply with the 2021 legislative changes. Could you please tell me why you think that?

ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES AS A LAST RESORT

- Time constraints
- Costs / it being expensive
- Ingredients change too often
- Issues in collating allergens information (e.g. from suppliers or wholesalers)
- The information is provided to consumers in other ways – how?
- Practical issues around labelling ingredients – e.g. space, room for error, etc.
ASK IF EXPECT COMPLIANCE TO BE DIFFICULT (C4A=4/5 IN SURVEY)

E12 What aspects of compliance do you think will be particularly challenging? Why?

ASK IF SELL PPDS (PPDS=1 IN SURVEY)

E13 What changes will the business need to make in order to be compliant with the new legislation?

PROBE IF NECESSARY

- Changes to staff
 - Changes to responsibilities
 - Training
 - Changes required from wholesalers / suppliers
 - New equipment
 - Changes to products sold
 - Anything else?
- Have you implemented any of these changes? Do you have plans in place to do so?
 - What effect will implementing these changes have on the business? Why? Do you expect these to be short-term or long term?

ASK IF SELL PPDS (PPDS=1 IN SURVEY)

E14 What types of support would be helpful for your business to make compliance with the new legislation easier?

ENSURE EACH QUESTION IS READ OUT BUT ONLY USE PROBES IF NECESSARY

- **What sort of content would you like this support to cover?**
 - Guidance on PPDS (e.g. what is in scope)
 - Guidance on label design
 - Guidance on allergens
 - Anything else?
- **How would you like to receive this support?**
 - Face to face advice / support
 - Training (PROBE AROUND: use e-training, external vs. internal, etc.)
 - Guidance documents
 - Seminars/workshops
 - Case study information

- Helpline
- Practical tools – e.g. example labelling templates, etc.
- Anything else?
- **Who would you like to provide this support?**

INTERVIEWER NOTE: PLEASE ENSURE YOU CAPTURE WHICH PROVIDER PROVIDES WHICH SUPPORT TYPE

- FSA
- Industry body
- Private consultant
- Local Authority / Primary Authority (capture which of these)
- Anybody else?

E15 Why would this help? What difference would it make?

INTERVIEWER NOTE: EACH TYPE OF SUPPORT. CAP AT 3.

ASK IF SELL PPDS (PPDS=1 IN SURVEY)

E16 Thinking back to when legislative changes to food labelling were made in 2014, how do you think the process of being compliant with these upcoming changes will compare?

- To what extent will it be easier / more difficult to comply with the new legislation? Why?

F Training on allergens (10 mins)

I'm going to move on now to the topic of staff training about food allergens...

ASK ALL

F1 **Are the staff employed by your businesses provided with training about food allergens?**

IF YES:

- **What does the training cover?**

INTERVIEWER NOTE: IF OFFER MORE THAN ONE TYPE OF TRAINING, PROBE FOR UP TO 3 OF THEIR MOST COMMON TRAINING TYPES, PLEASE ENSURE REMAINING FOLLOW-UP QUESTIONS ARE ASKED AND RESPONSES COLLATED FOR EACH TRAINING TYPE.

- **Which staff are provided this training?**
- **Who provides this training?**
 - IF USE EXTERNAL PROVIDER: Why was this provider selected?
- **How much does this training cost?**
- **How is this training delivered?**
- **How often is this training delivered?**

IF NO:

- **Why not?**

ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES AS A LAST RESORT.

- Too expensive
- No suitable training available (probe on detail)
- Don't sell many products with allergens / easy to manage
- Staff are experienced / aware of allergens information already
- Suppliers provide all of the information needed

- **What would motivate the business to organise staff training on food allergens?**
- **If you were to start providing staff training who would you like to deliver it?**

IF STAFF RECEIVE TRAINING (F1=YES)

F2 What are your views on the quality of the training you have received?

- Content of the training
- Relevance of the training
- IF MULTIPLE TYPES: Which forms of training worked best? Which worked less well? Why?

IF STAFF RECEIVE TRAINING (F1=YES)

F3 What challenges, if any, does your business face in terms of keeping all staff trained?

ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES AS A LAST RESORT.

- Staff turnover
- Staff engagement
- Cost / time restrictions

ASK ALL

F4 Are there any aspects of the current regulations around food allergens that you or your staff are less confident with?

- What are these?
- What is it about these aspects that make them more challenging?
- What support, if any, would you need to help understand these better?

F5 Are there any specific aspects of your business' processes in relation to allergen control and the provision of allergen information that you think could be improved?

INTERVIEWER NOTE: PLEASE PROBE ALLERGEN CONTROL AND THE PROVISION OF ALLERGEN INFORMATION SEPARATELY

- What are these? Why do you think they could be improved?

- Why haven't you addressed these issues yet? What challenges have you faced?
- What support, if any, would need to address these issues?

G Compliance with allergen legislation (3-5min)

ASK ALL

I just have a couple of question left. These are to do with compliance with food allergen legislation...

G1 What motivates your business to comply with legislation around food allergen information? ‘

- ALLOW SPONTANEOUS RESPONSE AND ONLY USE PROBES AS A LAST RESORT: e.g. business liability, potential enforcement, keeping customers safe, protecting brand reputation.

G2 What do you think the consequences would be of not complying with legislation around food allergen information?

- What do you think would happen in terms of enforcement if you didn't get it right when providing allergen information?
 - What is this view based on? (e.g. awareness of legislation, first-hand experience, word-of-mouth)

H Closing questions (2 mins)

H1 Thanks for your time today. Before we finish, do you have any other comments that you would like to add about what we've discussed today?

H2 Would you be willing for us to call you back if we need to clarify any of the information you have provide today...?

Yes	1
No	2

H3 If the Food Standards Agency / Food Standards Scotland wish to carry out further research within the next 2 years on related issues, would it be okay for them or their appointed contractors to contact you?

Yes – FSA / FSS and contractors may re-contact	1
Yes – only FSA / FSS may re-contact	2
No	3

H4 **Would you be willing for us to use quotations from this discussion? These would be included in any reporting on an anonymised basis so you won't be identifiable from what you say.**

Yes	1
No	2

Just to confirm, we'll be keeping your anonymised responses to the interview for analysis purposes and if you'd like a copy of your data, to change your data or for your data to be deleted then please get in contact with [REDACTED].

You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.	
Interviewer signature:	Date:
Finish time:	Interview Length: