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RESEARCH TENDER CALL



TENDER INFORMATION DOCUMENT

Project Reference No.: 01-2024


Project Title: "Understanding consumer behaviours and food safety practices in air fryer usage on the island of Ireland"

1. Objective/Knowledge Gap:

- To examine consumer perceptions, attitudes, and behaviours towards air fryer usage, particularly concerning food safety practices.
- To identify barriers and challenges faced by consumers in adhering to food safety practices when using air fryers.
- To propose recommendations for enhancing consumer education to promote safe and informed air fryer usage.

2. Background

Over recent years, the use of air fryers has dramatically increased, offering a convenient and seemingly healthier alternative to traditional cooking methods. The assurance of food safety is intrinsically linked to the adherence to recommended usage practices by the consumer. Compliance with manufacturer-provided guidelines pertaining to preheating procedures, cooking durations, and temperature settings is crucial to facilitate comprehensive and safe food preparation. An overfilled air fryer can result in unevenly cooked food, thereby escalating the risk of foodborne illnesses. This underscores the importance of avoiding overcrowding during the cooking process to ensure food safety. In addition, recent research revealed variability in temperature accuracy and cooking times

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among different air fryer models, posing challenges for standardised instructions (Campden BRI, 2023). Despite their popularity, limited research exists on consumer behaviours, food safety practices, and decision-making in air fryer usage. This research will address key questions about microbial safety, cooking guidelines, food preferences, information sources, motivations, adherence to manufacturer guidelines, aiming to enhance understanding and provide practical insights for safe and informed air fryer cooking practices.

3. Approach

The approach for this research project will involve a combination of qualitative and quantitative methods to comprehensively examine consumer behaviours and food safety practices in air fryer usage on the island of Ireland.

4. Technical Specification

(a) Scope of research


The scope of the research will encompass understanding consumer perceptions, attitudes, and behaviours related to air fryer usage, with a specific focus on food safety practices. Additionally, the research will investigate factors influencing adherence to manufacturer guidelines and identify potential barriers and challenges faced by consumers.

(b) Literature review

A thorough literature review will be conducted to synthesise existing knowledge and identify gaps in understanding regarding consumer behaviours and food safety practices in air fryer usage. The available data will include peer-reviewed publications and also a full search of the grey literature including government and other organisation reports.

(c) Qualitative and quantitative work

The contractor will select appropriate methodologies for the work outlined and provide a detailed rationale for their proposal. The contractor must consider all possibilities and influencing factors with regards to this project including:

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- A fifty-fifty split between Ireland and Northern Ireland
- Rural/urban locations
- Male/female divide
- A range of adults ages (to include those in older age groups, and parents of young children).

(d) Analysis

The contractor will employ rigorous methods for both quantitative and qualitative analysis to ensure comprehensive examination and interpretation of the data collected in the research project. The contractor will provide explicit details of the methods for quantitative and qualitative analysis.

(e) Data handling and Reporting

After each six-month period, the contractor will submit to **safefood** an interim report detailing progress for each deliverable of the project. The contractor is responsible for collating all outcomes and a project final project report will be submitted to **safefood** on completion of the study. All forms, documentation and electronic files must be retained by the contractor until further notice from **safefood** in case of issues arising after the completion of the research.

(f) Data Processing Agreement


The successful applicant must sign a data processing agreement that will govern the processing of personal data as part of this project. In addition to this **safefood** will require details of data protection and security measures in place.

(g) Quality assurance

The contractor will use validated methods for quantitative work where applicable and provide explicit details of the qualitative analytical methods.

5. Proposed Activities/Deliverables

- Literature review
- Research methodology and data collection plan
- Survey instruments and interview/focus group guides

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- Data analysis and interim reports
- Final project report summarising findings, conclusions, and recommendations

6. Evaluation of Tenders

Quality of the proposal:

- ✓ Anticipated deliverables;
- ✓ Research method and facilities;
- ✓ Value for money;
- ✓ Potential for application;
- ✓ Work plan, including the overall timeframe.

Quality of Applicants:

- ✓ Experience in subject area;
- ✓ Quality Assurance and Quality Control measures in place.


7. Duration of Project

It is anticipated that the duration of the project will be 12 months. A detailed timescale of research should be submitted by each applicant.

8. Tender Application Forms and Guidelines

The Tender Application Form and associated Guidelines can be downloaded from www.safefood.net/research-tender. They can also be obtained by emailing research@safefood.net, quoting the project reference number **01-2024**. Alternatively, please contact **safefood** as per the details below.

Ms. Gillian Fox
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The closing date for receipt of applications by **safefood** is no later than **4pm Friday 10th May 2024.**

9. References

Campden BRI (2023) Heating characteristics of domestic air fryers – technical challenges affecting cooking instruction validation. Available at: <https://www.campdenbri.co.uk/white-papers/air-fryer-heating-characteristics.php>