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**Vision document 'Out of home consumption data
and information for the RI Consumer Data Platform'**
Facilities to collect food choice and consumption data

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Summary

This report consists of two separate case studies, on two research facilities in the context of food choice, preparation and consumption: the Fake Food Buffet at ETH Zurich and the FoodScape Lab at Aalborg University Copenhagen. Each facility is described in terms of their data collection (structure, equipment, processes) and the devices or technologies used to generate, store and access data.

Potential links to the RICHFIELDS RI are being investigated, including barriers to data sharing, incentives for researchers to make their data available and possible ethical concerns regarding data privacy, ownership and protection. Lastly, the facilities' business models are examined, in order to derive ideas for a RICHFIELDS RI business model.

The Fake Food Buffet (FFB) is an experimental infrastructure, which can overcome common practical limitations of using real food by utilising food replicas to investigate daily food choice under controlled laboratory conditions. It is a buffet where consumers are invited to select meals from a range of realistic replica foods. World wide, there are currently four independent research laboratories, which are using a Fake Food Buffet for food choice research. These laboratories have different research interests and questions, and methods (protocols, data collection, interpretation, management, etc.) are not standardised. A RICHFIELDS infrastructure could provide advantages for 1) best practice research methods, 2) data comparability between countries, and 3) replication of findings and extensions. Potential challenges are ownership of existing data and ethical restrictions. To date, there is no business model in place, however there is potential for future collaboration with third parties (contract research) and RICHFIELDS (data and protocol sharing).

The Foodscape Lab on the other hand offers services and facilities which could be used for the study of innovations, interventions and inventions aimed at influencing human behaviour and agencies in situations of food choice in self-service environments, cafeterias, self-service lay-outs, buffets and other out-of-home eating architectures. The devices in the labs include Food Heat mapping for analysis of motion and food choices and Virtual Food Choice Simulation for the alteration of food environments. The FoodScape Tracking can be used to execute real time food ethnography, the Intelligent Buffet can register food intake in canteen and restaurant environments and the Dietary Intake Monitoring System (DIMS) can measure both food intake and food waste. Data generated from the FoodScape Lab comes from diverse sources and there is no common platform for researchers to store their data yet. Richfield's RI seems to present a good opportunity for researchers using to feed their data into a joint data platform. All data collected at the FoodScape Lab are covered by the Danish data protection act and therefore sharing data with third parties such as RICHFIELDS would have to be approved under the university terms and conditions.