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RESEARCH TENDER CALL

TENDER INFORMATION DOCUMENT

Project Reference No.: 05-2015


Project Title:

“Consumer acceptability of poultry decontamination methods on the island of Ireland”

1. *Objective/Knowledge Gap*

This project is aimed at assessing consumer attitudes to a range of techniques to reduce *Campylobacter* in poultry on the island of Ireland, with the following specific objectives:

- To identify the range of new and existing decontamination methods in poultry processing, including those currently in use and authorised for use in the EU, as well as their reported efficacy;
- To ascertain consumers understanding of the problem with *Campylobacter* contamination in poultry;
- To determine consumers attitudes present and potential to interventions, included the most and least acceptable;
- To identify barriers to consumer acceptance of interventions and how acceptability might be improved, for example, by the provision of additional information or improved communication with consumers.

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2. **Background**

Campylobacter is the main cause of bacterial foodborne illness on the island of Ireland, with over 4,000 reported cases in 2014. Infections are generally mild but can be fatal among very young children, elderly and immunocompromised individuals.

The organism normally inhabits the intestinal tract of warm-blooded animals, such as poultry and cattle, and they are frequently detected in foods derived from these animals.

Studies have shown poultry can be heavily contaminated with *Campylobacter*, with EFSA figures showing 98% contamination of broiler carcasses in the Republic of Ireland¹.

In recent years, considerable resources have been invested by the poultry industry, researchers and regulatory agencies to reduce the level of *Campylobacter* contamination in poultry and a range of interventions are being developed and tested. This study aims to gain any understanding of the acceptability of these interventions to consumers, as this will influence likelihood of their practical application in the poultry industry.

3. **Approach**


This will be a mixed methods study, involving a review of literature on interventions for the reduction of *Campylobacter* contamination in poultry, and the use of focus groups and/or a questionnaire to determine consumer attitudes to the various interventions identified.

4. **Technical Specification**

- (a) Scope of research
- (b) Literature review
- (c) Qualitative and quantitative work
- (d) Analysis
- (e) Data handling and Reporting
- (f) Quality assurance

(a) Scope of the research

The project will focus on interventions including biosecurity, and physical and chemical decontamination methods.

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(b) Literature review

The contractor must carry out a robust literature review exploring interventions to reduce poultry contamination, including new and established methods. The study should also examine any published literature on consumer attitudes to these interventions.

This should include peer-reviewed publications and also a full search of the grey literature including government and other organisation reports.

(c) Qualitative and quantitative research

The contractor will select appropriate methodologies to gain in-depth insight into consumer attitudes to *Campylobacter* contamination in poultry, and the interventions available to reduce this.

The studies should include:


- A fifty-fifty split between ROI and NI;
- 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 provide explicit details of the methods for quantitative and qualitative analysis.

(e) Data Handling and Reporting

- The contractor is responsible for collating all results and a final report will be submitted to **safefood**.

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- 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) Quality Assurance

- The contractor will use validated methods for quantitative work where applicable and provide explicit details of the qualitative analytical methods.
- **safefood** will visit the contractors during the course of the research to assess how the work is being carried out.

5. Proposed Activities/Deliverables


- Literature review, examining the range of new and existing decontamination methods, including those currently in use and authorised for use in the EU, as well as their reported efficacy.
- Assessment of consumers understanding of *Campylobacter* contamination in poultry.
- Examination of consumer's attitudes to interventions, included the most and least acceptable.
- Analysis of barriers to consumer acceptance of interventions and recommendations on how acceptability might be improved.

6. Evaluation of Tenders

Tender bids will be evaluated according to the quality of proposals and applicants using the following criteria:

Quality of the proposal:

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

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Quality of Applicants:

- ✓ Experience in subject area; both qualitative and quantitative research
- ✓ Quality Assurance and Quality Control measures in place.

7. Duration of Project


It is anticipated that the duration of the project will be 6 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.eu. They can also be obtained by emailing research@safefood.eu, quoting the project reference number **05-2015**. Alternatively please contact **safefood** as per the details below.

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References

1. Analysis of the baseline survey on the prevalence of Campylobacter in broiler batches and of Campylobacter and Salmonella on broiler carcasses in the EU, 2008 Part A: Campylobacter and Salmonella prevalence estimates, EFSA Journal 2010; 8(03):1503