

WE WANT TO TALK TO YOU!

ONLINE FOOD LABELING STUDY

We invite you to participate in a study being conducted by researchers at Tufts University's Friedman School of Nutrition Science and Policy and Prime Label Consultants. Our research explores the challenges and opportunities of online food labeling in digital retail environments.

What's Involved:

- **We want to talk to you** if you are an industry professional in compliance, marketing, retail, or similar positions within consumer packaged goods manufacturing
- **Time commitment:** 30-45 minute interview or focus group.
- **Format:** Discuss current online food labeling, challenges, and potential solutions in-person during the Prime Label Consultant Food Label Conference at the Grand Hyatt in Washington DC June 1-4 or scheduled online via Zoom
- **Voluntary:** Participation is voluntary, and you can skip any questions or stop at any time.
- **Confidentiality:** Your responses will remain confidential and de-identified. The findings will contribute to academic literature and may influence future policies.
- **Interested?** Contact us for more details. Thank you for considering this opportunity to improve online food labeling practices!

Please email us at: Erin.Washbon@Tufts.edu