

LSSI Postgraduate Research Student - Placement Opportunities

An exciting opportunity has arisen for 2 Postgraduate Researchers to work on 2 projects with a large food manufacturer.

The Company

Greencore is a leading manufacturer of convenience food in the UK. It supplies grocery and other retailers including all the major UK supermarkets. The Group has strong market positions in a range of categories including sandwiches, salads, sushi, chilled ready meals, chilled soups and sauces.

On an annual basis, Greencore manufactures around 720 million sandwiches and other food to go products, 120 million chilled prepared meals, and 230 million bottles of cooking sauces, pickles and condiments. The Group carries out around 10,000 deliveries to stores each day.

Greencore has 16 world-class manufacturing sites in the UK, with industry-leading technology and supply chain capabilities.

The Projects

The projects are being led by the Innovation team within the Prepared Meals business team of Greencore, however, there may be shared learnings to other product categories across the Group.

Project 1

The majority of Greencore products are more popular with older generations than younger generations. Therefore Greencore are keen to understand how to resonate more with a younger audience.

Whilst a somewhat arbitrary label, for the sake of specificity they would like to concentrate on what are popularly described as “Generation Z” (those in early adulthood, born in in the late 1990s and early 2000s).

This project involves conducting a detailed literature review to help Greencore understand:

- The definition of this generation, that Greencore subsequently can use as its “standard definition” of Generation Z
- What are the most significant influencers of behaviour and worldviews for this generation in the UK; with a specific focus on their views around:
 - Convenience (as a general concept)
 - An enjoyable and/or engaging shopping experience
 - Great food
- What recommendations would be made to create convenience food opportunities (with a particular focus on meals) that better resonate with this generation?

Project 2

Consumer attitudes are changing and, research shows that there is a growing will to reduce or eliminate animal proteins from diets for several reasons. These include factors such as health, animal welfare, sustainability.

This project involves conducting a detailed literature review to help Greencore understand:

- What are the main motivators for consumers to remove or reduce meat from their diet?
- Which consumer groups are more engaged in each area and which less so?
- What could be reasoned predictions for the next 5-10 years in this area?
- What could be the major barriers to these predictions and what support might be necessary to support this change?

Proposed timescales

Two PGR positions are available, both project placements would be 130 hours in total to start as soon as possible. The weekly hours are to be agreed by the successful PGRs and Greencore.

No equipment will be provided so you will need to be able to access a laptop/computer and internet connection.

The successful candidates will be provided with a bursary of £1950

The ideal candidate and skills required

- Strong research and report writing skills
- Someone with knowledge or experience of any of the following areas: psychology of consumers / shopping; food composition; product labelling, literature review, knowledge exchange.
- An individual with a curious and explorative mind set who is comfortable in understanding and interpreting cultural influences
- Excellent verbal, written and presentation skills
- Organised, flexible, adaptable, and positive.
- Confident in their skills, a self-starter and able to work unsupervised

The anticipated benefits to the student's skills/experience

- Insight into real-life food industry strategy and innovation work streams.
- The chance to work with Greencore insight team and colleagues on future-proofing their product categories and access to Greencore market tools to support the project and build awareness of industry ways of working.
- The chance to work with Greencore Product Developers and insight teams to understand consumer shopping behaviours and considering future-proofing of the food chain.
- An understanding and application of insight and evidence-base to inform company decisions and research.

To apply

If you are interested in applying to these placement position's please send:

- CV
- Cover Letter – addressing how you meet the candidate criteria and your project preference (if any)
- Email or signature from your Supervisor to confirm that they are happy for you to undertake the placement

To LSSI Business Partnership Manager Hannah Crow H.E.Crow@leeds.ac.uk by **Thursday 18th March at 5pm.**