

## **LSI Postgraduate Researcher- Placement Opportunity**

**An exciting opportunity has arisen for a Postgraduate Researcher to work on a project 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 Project**

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?

The project is to be 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.

If you would like to know more about this placement and project please contact Sally Moore [S.Moore2@leeds.ac.uk](mailto:S.Moore2@leeds.ac.uk)

### **Proposed timescales**

The placement will be 130 hours in total to start as soon as possible. The weekly hours are to be agreed by the successful PGR and Greencore.

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

The successful candidate 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.
- 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 **Friday 16<sup>th</sup> April by 5pm.**