Making “the healthy choice the easy choice” requires knowledge about food purchases, preparation, and consumption choices. Currently, however, data are fragmented and key information is lacking.

Stressing the need for new world-class research infrastructures, in 2015, EU Horizon 2020 provided financial support for RICHFIELDS. The project aims to design a research infrastructure – a consumer data platform – to collect, align and share data on consumer food-related behaviour.

**RICHFIELDS aims to facilitate:**

- Researchers conducting multidisciplinary world-class research
- Policymakers in making and evaluating evidence-based policies
- Better understanding of food-related behaviour and help make the health choice the easy choice

**RICHFIELDS is seeking the views of stakeholders** to ensure the platform is optimised to address:

- Gaps and needs in understanding of consumer behaviours and lifestyle choices
- Design of the research infrastructure to deliver data, tools and services
- Access to the research infrastructure by end-users in the long term

**Partners:** The consortium brings together 16 partners from 12 countries, with competences including nutrition, sociology, information management, ICT, business, consumer science, and food processing.

**Coordinated by:**

**Partners:**