



Prof. Lynn Frewer is currently Professor of Food and Society, at the Centre for Rural Economy, Newcastle University, United Kingdom. She also holds an Emeritus Chair (Food Safety and Consumer Behavior) at Wageningen University, the Netherlands. Prior to her current position, Prof. Frewer was Head of the Consumer Science Group at the Institute of Food Research, UK. Her present research interests include understanding and measuring societal and individual responses to risks and benefits associated with food, food production, health sustainability and safety; developing and testing risk (benefit) communication strategies and other public health interventions related to food choice, including policy translation of scientific results; developing qualitative and quantitative methodologies to understand attitudes and behaviors related to food and agricultural production; stakeholder analysis and operationalizing scientific foresight regarding research agenda setting, policy and governance in the area of food and agriculture; adapting and applying systematic literature review methodologies to social science publications in the area of consumers and food choice; and developing new approaches to assessing social-economic impacts of food risks and other food issues. Prof. Frewer has published over 150 peer-reviewed journal publications and five edited books, as well as contributed to various national and international committees pertinent to developing research agendas, and evaluating ongoing research activities. She holds a PhD in Applied Psychology.