

Mary McCarthy

Social Science

University College Cork

Professor, Cork University Business School

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Expertise

- Consumer, user and citizen behaviour
- The impact of practices on behavioural change
- Consumer acceptance of novel foods and technologies
- Consumer motivations, risk perception and trust
- Investigation into social and cognitive responses to food

Research focus in VistaMilk

Contribute to impact research and actions - risk perceptions, information assimilation, cognitive and unconscious response to stimuli (such as product, information, concepts), public engagement and participation

Research outcomes

- Interrogation of household food practices through a social practice lens - Identification of 1) sustainability consequences and 2) potential environment based solutions
- Investigation of the impact of emotions and cognitive dissonance on sustainable food choices and behaviours
- Use of 'disorienting dilemma' triggers to prime sustainable healthy eating behaviours change

Pat Lynch

Modelling

South East Technological University

Director of RIKON Research Centre & Lecturer

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Expertise

- Market modelling
- Business modelling
- Value network analysis
- Value chain analysis

Research focus in VistaMilk

Modelling future agriculture ecosystems (e.g. data sharing) & supporting business models

Research outcomes

- Published industry cases and white papers (e.g. research on AgriDISCRETE project led to the '*Digitalisation Roadmap Opportunities for Agriculture*').)
- Contribution to the innovation and business model literature and practice through the publication of a multi-sided business modelling methodology
- Over 1,350 companies from 14 different industry sectors have engaged with over 602 service innovation, market & business modelling and process optimisation projects and 750 training initiatives which has supported over 2,487 jobs.
- Spin-out company established as well as designated activity company for modelling and simulation

Claire Gormley

Statistics

University College Dublin

Professor, in School of Mathematics and Statistics

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Expertise

- Statistical modelling
- High-dimensional data
- Modelling spectral data
- Bayesian methods

Research focus in VistaMilk

Develop novel, next generation analytical techniques to appropriately model the multimodal, multiresolution and multipurpose data generated across the soil to society pathway

Research outcomes

- Development of probabilistic approaches to predict milk traits from spectral data, providing predictions and their associated uncertainty
- Provision of open source software to facilitate widespread use of developed tools

Áine Regan

Social Science

Teagasc

Senior Research Officer

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Expertise

- Psychology
- Behavioural science
- Behaviour change models & interventions
- User-centered technology design
- Participatory research

Research focus in VistaMilk

Support the translation of research into societal impact through social and behavioural science and innovative participatory instruments that ensure stakeholder dialogue and bottom-up behaviour change

Research outcomes

- Implemented design thinking approach for development of 'AgriSnap' geotagged imagery app employed by Department of Agriculture, Food and the Marine
- Development of behavioural science communication training courses in collaboration with Animal Health Ireland
- Development of risk communication e-resource centre for food safety outbreaks in collaboration with the European Food Information Council
- Co-design of specialised industry communications for farming community and general public



Tomás Russel

Agriculture Extension and Innovation
University College Dublin

Associate Professor, School of Agriculture and
Food Science

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Expertise

- Farmer behaviour change
- Farmer adoption
- Generational renewal in agriculture
- Farmer mental health

Research focus in VistaMilk

Impact platform - Farmer engagement and adoption of agri tech

Research outcomes

Psychological interventions for farmer