

What's Next?

The COMFOCUS Library will continue empowering Food Consumer Science by ensuring protocols and measures remain accessible, interoperable, and reusable.

Future studies will benefit from this harmonized platform, enabling longitudinal trend analysis, cross-cultural research, and advanced data analytics. Whether it's designing new studies or re-analyzing existing data, the Library provides the tools and structure to foster innovation and collaboration, ensuring a lasting impact on the field of Food Consumer Science.



COMFOCUS connects researchers, harmonizes methodologies, and fosters global collaboration to drive innovation in Food Consumer Science.

Through cutting-edge tools, training, and partnerships, we're shaping a future of impactful, FAIR-aligned research.

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Advancing Food Consumer Science Across Europe

How will the COMFOCUS measures and protocols be adopted by the Food Consumer Science community?

Harmonised measures and protocols to **facilitate data interoperability and reuse**



Our Mission

Fragmented research limits our understanding of human eating behavior. By addressing this fragmentation and fostering collaboration, COMFOCUS bridges the gap, creating a **unified, data-rich community to drive healthier food choices and enable impactful public policies and strategies**, according to FAIR data (Findable, Accessible, Inter-operable & Re-usable) and RRI (Responsible Research & Innovation) principles.

A Paradigm Shift in Food Consumer Science

COMFOCUS is setting a new standard by offering a **collaborative framework that connects institutions, researchers, and stakeholders**.

The COMFOCUS Library will remain an essential resource for advancing Food Consumer Science long after the project concludes.

What is the COMFOCUS Library?

The COMFOCUS Library is a **metadata hub for protocols, measures, and research guidelines** in Food Consumer Science. Using these protocols, measures and research guidelines ensures data aligns with FAIR data principles (Findable, Accessible, Interoperable and Reusable) empowering researchers to share, aggregate, and analyze data across time, cultures, and scales for deeper insights.



Why does Food Consumer Science **need** the COMFOCUS Library?

The future of Food Consumer Science relies on better collaboration and standardized tools. The COMFOCUS Library is here to help researchers from academia and industry access harmonized measures and protocols to ensure:

Consistency

- All researchers work with the same validated data standards.

Findability and Accessibility

- Making measures, protocols and guidelines findable and accessible to the outside world.

Reusability

- Every research contributes to long-term insights.

Also, the COMFOCUS Library provides **harmonized measures for key aspects of Food Consumer Science:**

- Psycho-social consumer characteristics
- Food experiences and expectations
- Consumer behavior outcomes
- Consumers as agents in the food system
- Socio-demographics

Additionally, it includes **psychophysiological measures** (Eye Tracking, Heart Rate, EDA, EEG, Face Reader) and protocols for extended reality, text mining, and longitudinal data approaches.