

Facilities and Other Resources

The project will be headquartered in the Food and Brand Lab (F&BL) located in 110 Warren Hall, in the Dyson School of Applied Economics & Management at Cornell University on the Ithaca, NY Campus.

The F&BL is a self-contained complex that includes space for conducting research as well as meeting and office space. The research area is equipped with one-way-mirrors, video recording devices, a flat screen TV, and a full kitchen area (stove, refrigerator, convection oven, microwave oven, sink, tables and chairs). The equipment available in this area allows for conducting pilot tests, actual observational and experimental research methods as well as training. The area can also be used for focus groups or interviews as well as to prepare materials and supplies for the field studies. Research assistants, field collection staff and other research partners can also be trained in this space.

The F&BL has enough office space to accommodate its current staff and the additional staff needed for this project, as well as the students that will be hired to help with the project. Space for meetings of 10-12 participants is also available in the F&BL. For larger meetings other rooms in the building can be reserved.

The F&BL has multiple 100 Mbps wan network ports as well as wireless coverage through Cornell's Wi-Fi service, RedRover. RedRover provides Wi-Fi service for IEEE 802.11b/g/n for students, faculty, staff, and guests. The Dyson school's technical support is provided by the College of Agriculture and Life Sciences (CALS) OIT which supports PC and Mac hardware as well as common desktop software and Cornell specific applications. The lab has access to the department file server with 6 TB of storage and Raid 5 redundancy.

For remote meetings and video-conferencing, the project team has access to services provided through Mann Library, free of charge. Mann Library is located next to Warren Hall, where the F&BL is housed.