

APPENDIX C

ADVANCE LETTER AND STUDY BROCHURE



January 2, 2011

Dear Resident:

WE NEED YOUR HELP! The U.S. Department of Agriculture (USDA) is conducting a new survey called the *National Food Study*. Households all across America will tell us important facts about the food they obtain to feed their families.

The *National Food Study* will answer some basic questions about U.S. households:

- How much do they spend on food for their family?
- How much food comes from supermarkets? Restaurants? School cafeterias?
- How much does food cost at these places?

This information will help us improve our programs and to help assure that all Americans have access to a healthy diet at affordable prices.

How can you help? A professional interviewer from Mathematica Policy Research, an independent research firm, will contact you to see if you qualify for this survey. He or she will show you an official identification card and ask you questions to see if your household is eligible for the study.

If you are eligible and chose to participate in the study, you will be asked questions about your family, the places where you and your family get food, and the types of food that you get. We will ask you to keep track of the foods you get for one week and to call us three times during the week for a short interview.

As a token of our appreciation! The primary food shopper in the household, who completes three interviews and keeps track of food, will receive a **\$50 check** at the end of the week. The primary food shopper will also get a **\$10 gift card** for each of three short telephone interviews, if you call us. Additional members of the household will get a **gift card** if they report the foods that they get during the week.

We will keep your information private. We are required by law to use your information for statistical research only and to keep it confidential. The law prohibits us from giving anyone any information that may identify you or your family without your consent.

We need you! Your address was selected at random using a scientific process to make sure that every household has a chance to be included. Your participation is important. We need to interview every selected household to get a complete and accurate picture. To learn more about the study or to ask questions about participating in the study, see the enclosed study brochure, go to our website at www.usdafoodsurvey.org, or call 866-275-8659.

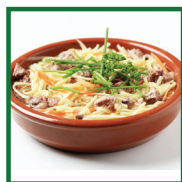
Sincerely,

Dr. Katherine Smith, Administrator
Economic Research Service, U.S. Department of Agriculture
1800 M St, NW
Washington, DC 20036

Will the information I provide be kept confidential?

YES. Your responses will be grouped with others and all names will be removed.

Deciding to take part in the study, or not, will have no effect on any benefits or services you receive—now or in the future.



¿La información que yo proporcione será guardada en forma confidencial?

SÍ. Sus respuestas serán agrupadas con las de otras personas y todos los nombres serán extraídos.

La decisión de tomar parte en el estudio, o no, no tendrá efecto alguno sobre los beneficios que usted recibe — ni ahora ni en el futuro.

If you have questions about the study:

Call 1-866-275-8659
www.usdafoodsurvey.org

Si usted tiene alguna pregunta sobre el estudio:

Llame al 1-866-275-8659
www.usdafoodsurvey.org



Sponsored by U.S. Department of Agriculture



Conducted by Mathematica Policy Research

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The National Food Study

Sponsored by the U.S. Department of Agriculture



El Estudio Nacional de la Alimentación

Auspiciado por el Dpto. de Agricultura de los EE.UU.

You are Invited . . .

to take part in the National Food Study sponsored by the U.S. Department of Agriculture. Participants will save receipts, keep a diary of food they get outside the home, and complete three interviews over a week's time.



Usted está invitado(a) . . .

A tomar parte en el Estudio Nacional de la Alimentación auspiciado por el Dpto. de Agricultura de los EE.UU. Los participantes guardarán recibos, mantendrán



un diario de los alimentos que obtienen fuera del hogar, y completarán tres entrevistas durante el periodo de una semana.

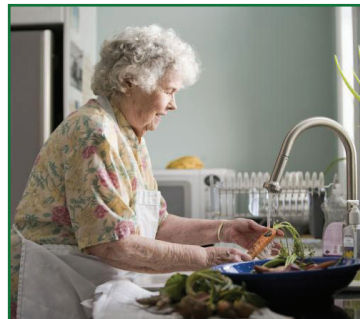
Why do you want to know about the foods I get?

Knowing about the food Americans eat, where they get their food, and how much they pay will help USDA improve the programs and services provided throughout the United States.



¿Por qué quieren saber sobre los alimentos que yo obtengo?

Saber sobre los alimentos que comen las personas en el país, de dónde obtienen sus alimentos y cuánto pagan, ayudará al Dpto. de Agricultura (USDA) a mejorar los programas



y servicios proporcionados alrededor de los Estados Unidos.

Why Should I Sign-up?

Your household has been scientifically selected to represent others like you in this important study.

You can receive over \$75 for being part of this study.



¿Por qué debo inscribirme al estudio?

Su hogar ha sido seleccionado en forma científica para representar a otros como usted en este importante estudio.

Usted puede recibir hasta \$100 (cien dólares) por ser parte de este estudio.

