

ID Number: _____
OMB Number: 0584-NEW
Expiration Date: XX/XX/20XX

NUTRITION ASSISTANCE AND FARMERS/FARMERS MARKETS STUDY

TELEPHONE INTERVIEW SCRIPT

1 Hello, may I speak to [PARTICIPANT NAME FROM REMINDER SHEET]?

YES 1
NO 2

2 Hello, Mr./Ms. [PARTICIPANT'S LAST NAME FROM REMINDER FORMAT SHEET], my name is [INTERVIEWER NAME] and I'm calling from Westat, a survey research firm, on behalf of the U.S. Department of Agriculture. We recently mailed you a survey for [farmers' market managers/direct marketing farmers] and two reminder letters to complete the survey, but have not received your completed survey. While completing the survey is voluntary, the information you provide will be very useful to the USDA in developing policies to increase access to farm fresh foods for SNAP recipients. It will also lead to an increase in sales at farmers markets.

3 Is this a good time for you to complete the survey over the phone? The questions take about 15 minutes to complete, and you may stop at any time or refuse to answer any questions you don't want to.

YES 1
NO 2

IF yes, administer the web based FM manager survey or the DM farmer survey.

4 IF NO - NOT A GOOD TIME, When would be a good time for me to call you back?

APPENDIX E1: TELEPHONE SCRIPT: ENGLISH AND SPANISH

5 IF NO - REFUSAL, COMPLETE NON-INTERVIEW REPORT FORM TO DOCUMENT STRENGTH OF REFUSAL (MILD/FIRM/HOSTILE) AND REASONS FOR REFUSAL.

END