OMB Number: 0584-0564

Expiration Date: 11/30/2014

7.9 Grade level

FNS/USDA Letterhead

{Date}

Dear {NAME}:

Thank you for completing the Food and Nutrition Services’ “Shopping for Fruits and Vegetables Survey”. Your answers will help us better understand where people buy certain foods and the reasons for those decisions. Enclosed is ($10/$20)1 for completing the survey.

If you have any questions, please feel free to call the toll-free help line at 1-xxx-xxx-xxxx.

Sincerely,

Westat Project Director

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0564. The time required to complete this information collection is estimated to average 3 minutes per response, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.

1 Whether the amount is $10 or $20 will depend upon the condition of the incentive experiment into which the participant had been selected.