

OMB Approval No.: 0584-XXXX  
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FNS LETTERHEAD

Date

Dear NAME:

We are all interested in our family's health and what we eat. The Food and Nutrition Service (FNS) of the U.S Department of Agriculture needs your help by joining an important research project. The *Farmers Market Incentive Provider Study* (FMIPS) will assess how private organizations design, operate, and evaluate supplemental nutrition assistance program (SNAP) for clients purchasing fruits and vegetables at farmers markets. You have been selected to participate in this study since you are a part of one such organization.

Participation is easy. We are asking you to participate in a brief telephone interview. This interview will take about 30 minutes of your time and will ask questions about your organization's history with SNAP, kinds of support your organization provide to FM incentive programs, and your suggestions for a successful incentive programs.

Westat, a research organization working for USDA, is conducting the survey. Your answers will be kept private. They won't be seen by anyone other than the research team. Your answers will be put together with answers from the other people taking the survey. The results will be reported as totals so that no one person can be identified. A researcher from Westat will be making a phone contact with you within next 2 weeks to schedule a time for this interview.

Participation in this study is strictly voluntary, but we hope you will decide to join us. If you decide not to participate, there will be no penalty or loss of benefits.

Thank you in advance for your help. If you have any questions, please call Westat toll-free at 1-xxx-xxx-xxxx.

Sincerely,

FNS signatory

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-XXXX. 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.