

[**Email** address of CN DIRECTOR]

Subject line: Evaluation of the FFVP Pilot Project - State Survey

Dear [CN DIRECTOR NAME]:

The Food and Nutrition Service (FNS) has recently contracted with Mathematica Policy Research to conduct an **Evaluation of the Canned, Frozen, or Dried Fruits and Vegetables Pilot Project in the Fresh Fruit and Vegetable Program (FFVP-CFD)**. This evaluation will examine the implementation of the pilot project in [fill number of schools] schools in [fill number of States] States during the 2014-2015 school year and will assess the impact on participating schools and students, including whether children experience a change in fruit and vegetable consumption over the school year.

To better understand why some States applied for the pilot project, while others did not, we are asking all State Child Nutrition Directors to complete a brief survey about the process of deciding whether or not to apply.

Attached is the survey we need all State Child Nutrition Directors to complete. You can record your answers directly in the PDF. The survey will take 15 minutes or less to complete, and does not need to be completed in one sitting. You can save the PDF locally on your computer after working on it, and when you re-open it, all of your answers will be saved. It is very important to remember to save your work though; otherwise the data will be lost. Please print and save a copy of the completed survey for your records, in case we contact you with follow-up questions. After you have saved your completed survey, use the submit button on the top right corner of the PDF to securely submit the survey to us by [DATE]. Please note that the survey cannot be submitted from a mobile device.

[IF FFVP-CFD PILOT STATE: We will also contact School Food Authorities (SFAs) and schools participating in the FFVP-CFD pilot project for the evaluation. Data collection will begin in fall 2014 and will continue in spring 2015. We will ask SFA Directors to complete a brief survey about implementation of the FFVP-CFD. We will also visit each school for one week in the fall and one week in the spring to collect information from principals, school food service managers, teachers, parents, and students. We have attached a document of frequently asked questions that describes the activities that will take place at each school.¹ You may also be asked to participate in a telephone interview in spring 2015 so that we can obtain your views on the pilot project.]

Thank you in advance for your assistance in this important study. In the meantime, if you have any questions regarding the project, feel free to contact me or my staff at (800) 232-8024 or email at FruitandVegetableStudy@mathematica-mpr.com. You may also contact Allison Magness, the FNS Project Officer, at (703) 305-2098 or via email at Allison.Magness@fns.usda.gov.

Sincerely,

Rhoda Cohen

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-XXXX. The time required to complete this information collection is estimated to average less than 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

¹ Appendix C4a1 Frequently Asked Questions (FAQ) – Principals/School Staff will be attached to this letter.