

[Email address of SFA DIRECTOR]

Subject line: Your participation in the FFVP-CFD Study is needed

Dear [SFA NAME]:

The Food and Nutrition Service (FNS) has recently contracted with Mathematica Policy Research to conduct an **Evaluation of the Pilot Project for Canned, Frozen, or Dried Fruits and Vegetables in the Fresh Fruit and Vegetables 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 (SY) 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. **[School District's Name]** is among only [fill number of districts] school districts across the country in the evaluation.

Schools in your school district were selected by FNS to participate in the FFVP-CFD pilot in SY 2014-2015. Your district's superintendent of schools is aware that the following school(s) in your district were selected to be part of the study:

[Fill School Name 1]

[Fill School Name 2]

Your participation in this study will be to complete the brief attached survey about strategies and challenges at the SFA and school levels to implementing the FFVP. The survey will take about 15 minutes 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.

Data collection in the schools will begin in fall 2014 and will continue in spring 2015. We will 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. The attached frequently asked questions document describes the activities that will take place at each school.¹

A member of the Mathematica project team will be contacting you in the coming weeks to provide you with more information about the evaluation and answer your questions. We need your support to move forward. 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 call 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 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.