

Memorandum

Date: February 13, 2015

To: Julie Wise, OMB Desk Officer, Food and Nutrition Service

Through: Lynnette Thomas, Branch Chief
Food and Nutrition Service, Planning & Regulatory Affairs Office

Ruth Brown
USDA Office of Chief Information Office, Departmental Clearance Officer

From: Lindsay Walle, Program Analyst, Food Distribution Division
USDA – Food and Nutrition Service

Re: Under Approved Generic OMB Clearance No. 0584-0524
Request Approval to Perform Research for USDA Foods Yogurt Pilot

The Food and Nutrition Service (FNS) of the USDA Food, Nutrition and Consumer Services is requesting approval for formative research under Approved Generic OMB Clearance No. 0584-0524.

This request is to acquire clearance for a survey to gather feedback on the USDA Foods Yogurt Pilot. This research will help FNS analyze the acceptability of this product and potential for future expansion. Specifically, FNS seeks to conduct a survey with school food service directors in order to improve our program and better meet the needs of schools. This package includes the final version of the survey that will be used during the research.

The following information is provided for your review:

1. **Title of Project:** USDA Foods Yogurt Pilot
2. **Control Number:** 0584-0524, Expires 06/30/2016
3. **Affected Public:** School Districts
 - School Food Service Directors in Schools Participating in the Yogurt Pilot
4. **Number of Respondents:**

Surveys

Audience	Number of states and territories	Number of respondents per state	Total number of respondents
School Food Service Directors	12	58	696

5. **Time Needed Per Response:**

Time Needed Per Survey

Title	Time (minutes)	Time (hours)
Yogurt Pilot Survey	10	0.17

6. Total Burden Hours on Public:

(a) Affected Public	Respondent Type	(b) Survey Instruments	(c) No. Respondents	(d) Frequency of Responses	(e) Est. Total Annual Responses per Respondent (c x d)	(f) Hours per Response	(g) Total Burden Hours (e x f)
School Districts	School Food Service Directors	Yogurt Pilot Survey	696	1	696	0.17	118.32

7. Project Purpose, Methodology and Design:

Background

As authorized under Section 6 of the Richard B. Russell National School Lunch Act, 42 USC 1751 et al, the Department of Agriculture provides states with USDA Foods for use in preparing school lunches. USDA Foods comprise about 15 to 20 percent of the value of food served on the school lunch line. FNS maintains a Foods Available List of products schools may order through this program. Based on feedback we receive from schools, the agricultural market, industry capabilities, and evolving nutrition standards, we add new products to the list or revise existing offerings. In September 2013, FNS began a High Protein (Greek-style) Yogurt Pilot in 4 states. After positive survey feedback, the pilot expanded to 12 states in August 2014.

Purpose

The purpose of the proposed research is to gain practical insight into schools' perceptions and utilization of USDA Foods by gathering input from school food service directors on the Yogurt Pilot. The data collected will guide our decision-making process regarding whether to discontinue, continue, or expand the Yogurt Pilot in School Year (SY) 2015-2016.

Methodology/Research Design

The research will be in the form of a survey, with a combination of multiple choice and open-ended questions. The proposed questions are included in Attachment A: Yogurt Pilot Survey. The survey will be developed and administered through Wufoo, the online survey platform of FNS, and the subsequent sections outline the approach in more detail.

Payments/Gifts to Respondents

There are no provisions for payment or gifts to respondents.

Design/Sampling Procedures

The sample will include school food service directors in the 12 states participating in the Yogurt Pilot. Each state will receive the survey with the request to send the survey to relevant school districts.

Recruitment of Participants

FNS will distribute the link to the online survey to states and request that they send the information to their school district contacts, namely the school food service directors. The draft e-mail notification is included in Attachment B. Participation in the survey is voluntary.

Data Collection Timeline

FNS will distribute the Yogurt Pilot Survey to 12 states in February. This timeline will allow FNS to gather data in time to make changes as needed to the Yogurt Pilot for SY 2015-2016.

Data Analysis

FNS will review the surveys and comments gathered and will also evaluate the data using the analytical tools provided through the Wufoo platform.

Outcome

The data gathered in this research will help FNS understand school food service directors' perception of and interest in High Protein (Greek-style) Yogurt as part of the USDA Foods program. These insights will provide FNS with direction on continuing or expanding the Yogurt Pilot.

8. Confidentiality:

Respondents will be asked to identify the state in which their school district is located, but they will not be asked for any personal information.

No assurance of confidentiality is necessary for this information collection.

9. Federal Costs:

The estimated costs to the government for conducting the upcoming surveys will be approximately \$821.40 for labor hours.

10. Research Tools/Instruments:

- Attachment A: Yogurt Pilot Survey
- Attachment B: Draft E-mail Notification of Survey