


Memorandum

Date: August 15, 2016

To: Stephanie Tatham, OMB Desk Officer

Through: Ruth Brown, United States Department of Agriculture, Office of the Chief Information Officer

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

Re: Under Approved Generic OMB Clearance No. 0584-0606 Request Approval to pilot test a new "Turnip the Beet" Award for High Quality Meals in the Summer Meal Program

The Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA) is requesting approval to conduct a pilot test under Approved Generic OMB Clearance No. 0584-0606, and gauge interest in a new Turnip the Beet Award for higher quality meals through FNS' Summer Meal Programs. The award will recognize outstanding Summer Meal Program sponsors across the nation that offer appetizing, appealing, and nutritious meals during the summer months. The following information is provided for your review:

1. **Title of the Project:** Pilot Project--Turnip the Beet Award for High Quality Meals in Summer Meal Program
2. **Control Number:** 0584-0606, Expires 03/31/2019
3. **Public Affected by this Project:**
Summer Meal Program sponsors, including Summer Food Service Program (SFSP) sponsors and National School Lunch Program (NSLP) Seamless Summer Option (SSO) sponsors

State Agency contacts for the Summer Meals Program

4. **Number of Respondents:**
In 2015, there were 6,700 Summer Meals Program sponsors nationwide FNS is anticipating a response rate of 5 percent or less, bringing the total number of estimated respondents to 335. FNS is conducting this pilot program to gauge interest in the award and assess how well the award program incentivizes sponsors to improve the quality of the meals they serve.
5. **Time Needed Per Response:**
1.5 hours per nomination, including time spent by nominee and State Agency contact
6. **Total Burden Hours on Public:**

Affected Public	(a) ID	(b) Instrument	(c) No. Respon- dents	(d) Frequency of Response	(e) Est. Total Annual Responses per Respondent (c x d)	(f) Hours per Response	(g) Total Burden Hours (e x f)
Summer Meal Program Sponsors	A	Nomination form	335	1	335	1	335
State Agency Contacts	A	Nomination form	52	1	52	.5	26
Subtotal			387	1	387	1.5	361
Total							

Total burden hours on public: 361 hours.

7. Project Purpose, Methodology, and Formative Research Design:

Background

FNS would like to pilot test a new award program to encourage and recognize outstanding Summer Meal Program sponsors who work hard to offer free, high quality meals to children and teens during the summer months when school is not in session. The Turnip the Beet award would be presented at three levels--bronze, silver, and gold--to sponsors providing meals that are appetizing, appealing, and nutritious during the summer months. The award is open to all sponsors across the nation, including Summer Food Service Program (SFSP) sponsors and National School Lunch Program (NSLP) Seamless Summer Option (SSO) sponsors. All nominated sponsors must be in compliance with SFSP or NSLP/SSO regulations, as applicable.

Sponsors may submit a self-nomination or be nominated by another party. The sponsor or other party must fill out the short *2016 Turnip the Beet Nomination Form* and submit a one month menu to their Summer Meals State Agency contact. Menus should describe whether fruits and vegetables are fresh, frozen, canned or dried, as well as identify whole grain-rich and local food items. If a menu includes whole grain-rich items, sponsors must submit supporting documentation, such as an ingredient list, product formulation statement or recipe. Sponsors may choose to submit other supporting documents to further demonstrate the quality of their meals, such as news clips about the program, photos, testimonials, or invoices of local food purchases.

Nomination forms will be submitted to State Agencies, which have their own submission due dates. The State Agency contacts will ensure the sponsor is in good standing with a clean review (no major findings or all corrective actions are complete and implemented) during their last compliance review, and the sponsor was not found seriously deficient in the past two years, at the time of the application, and has never been terminated from the Summer Meal Programs. The State Agency can also provide an optional statement of support for the nominee.

All nominations must be forwarded by the State Agency contact to their Regional Office by November 4, 2016. FNS will notify the winners in writing in winter 2017.

Purpose

The purpose of the pilot is to encourage Summer Meal Program sponsors to offer higher quality, nutritious meals that make an impact on children's healthy development. Conducting a pilot will allow FNS to gauge sponsor and State Agency interest in the award, assess the nomination processes, evaluate the award criteria, and determine the award's impact on incentivizing sponsors to offer higher quality meals. Information from this pilot year will be used to make any needed adjustments before continuing the award program in future years.

Methodology/Research Design

Nominations that clearly illustrate how the meals are appetizing, appealing and nutritious will receive the highest consideration. Sponsors will be evaluated based on information provided in a short summary, including 1) how the meals are culturally appropriate and 2) age-appropriate for the population being served; 3) whether taste tests or another tool is used to introduce and gather feedback on new foods and menu items; 4) how healthy foods are marketed; and 5) any food and nutrition-based activity that aligns with the meal served. Sponsors that use Team Nutrition resources at their Summer Sites will receive bonus points. Specific details will be given greater value than generalities.

In addition, nominations for Turnip the Beet Awards will be evaluated based on the following criteria:

- Seasonal and locally produced foods are served as part of the reimbursable meal
 - Bonus:** Local foods are identified and promoted through menu, poster, newsletter, or other form of communication
- The menu is at least a 2 week cycle menu with entrees repeating 2 times or less per month
 - Bonus:** Menu includes some hot food items
- The menu includes a variety of colors and textures
- Different fruits and vegetables are served throughout the week
 - Bonus:** At least 75% of fruit and vegetable servings are fresh
- Whole grain-rich foods are served to meet the grains component 50% of the time
- Sweet grains (e.g. cookies, cakes, brownies, fruit turnovers, doughnuts, granola bars, toaster pastries, or sweet rolls) are served only 2 times per week
 - Bonus:** Sweet grains are not served
- Only low-fat (1%) or fat-free dairy products (including milk, yogurt, and cheese) are served. If 1 year old children attend the summer site, they are served whole milk
- If flavored milk is served, it is fat-free
- Water is available at no cost

Design/Sampling Procedures

Because this project involves voluntary award nominations, there are no sampling procedures for this submission.

Recruitment and Consent

Nominees will not be recruited for this project, and instead will consent to participation through their voluntary submission of the nomination form.

Incentive

No incentives will be provided to encourage participation.

Data Analysis, Outcomes/Findings

Submissions will be evaluated by an FNS review team using transparent criteria shared with all Summer Meals Program sponsors in the call for nominations.

All bronze, silver, and gold winners will be featured in FNS' Summer Newsletter and receive an award certificate. Silver and gold winners will also be featured on USDA's blog. Finally, gold winners will be identified as a Turnip the Beet winner on FNS's Summer Site Finder (<http://www.fns.usda.gov/summerfoodrocks>).

After completion of the pilot, FNS will examine the strengths and weaknesses of the process and make recommendations for adjustments in future years.

8. Confidentiality:

The nomination form includes the following disclosure statement to notify nominees that the Agency will be using the information for promotion purposes:

“The Agency has the right to reproduce, publish or otherwise use the data in the application for this award, and authorize others to reproduce, publish, or otherwise use the data in the application for this award for Federal purposes.”

9. **Federal Costs:** There is no cost to the Federal government.

10. Research Tools/Instruments:

- **Attachment A:** *2016 Turnip the Beet Nomination Form*