

Evaluation of the Canned, Frozen, or Dried Fruits and Vegetables Pilot Project in the FFVP
Appendix C.3a. **EMAIL – STUDY INTRODUCTION, SURVEY INVITATION – FOOD SERVICE MANAGERS (FSM)**

OMB Control No: 0584-XXXX
Expiration date: XX/XX/XXXX

[Email address of Food Service Manager (FSM)]

Subject line: Your participation in the FFVP-CFD Study is needed
[FSM Name]

Dear FSM:

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 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 Name] is among only [xx] schools across the country selected to be in the evaluation.

Your school applied and was selected by FNS to participate in the FFVP-CFD in SY 2014-2015, and be part of the study. Your school principal and district's superintendent are aware that the study is being conducted in your school

Your participation in this study is critical to its success. The attached survey should take about 10 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.

We will also visit your school for one week in the fall of 2014 and one week in the spring of 2015. During these visits, we will ask you to provide data on the number of USDA-reimbursable meals and FFVP snacks and on portion sizes for fruits and vegetables you serve. A description of the other activities that will take place at the school can be found on the attached page of frequently asked questions.¹

Thank you in advance for your assistance in this important study. If you have any questions regarding the study, feel free to contact me at (800) 232-8024 or via email at FruitandVegetableStudy@mathematica-mpr.com.

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 10 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.