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TO: Julie Wise, OMB Desk Officer
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THROUGH: Ruth Brown, USDA Department Clearance Officer
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FROM: Christina Sandberg *Christina Sandberg*
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SUBJECT: Justification for Change in Incentive to Qualitative Interview Respondents
OMB Control No: 0584-0598, Evaluation of the Pilot Project for Canned,
Frozen, or Dried (CFD) Fruits and Vegetables in the Fresh Fruit and
Vegetable Program (FFVP-CFD)

Through this memorandum, we are requesting a non-substantive change to the incentives for qualitative interview participants in the Evaluation of the Pilot Project for Canned, Frozen, or Dried Fruits and Vegetables in the Fresh Fruit and Vegetable Program (FFVP-CFD), under the Information Collection Request (ICR), OMB Control No. 0584-0598, which was approved on September 25, 2014.

The FFVP-CFD study will evaluate a pilot project in elementary schools participating in the FFVP that have challenges accessing fresh fruits and vegetables and that may need flexibility in offering canned, frozen, and dried varieties to supplement fresh produce in FFVP snacks. The implementation component of the evaluation involves qualitative interviews with key stakeholders to address two of the study objectives: 1) describe the implementation strategies used by schools, and 2) describe the acceptance of the pilot by key stakeholders.

The Food and Nutrition Service (FNS) is requesting OMB approval to add incentives to school-level respondents for the 1-hour qualitative stakeholder interviews for the FFVP-CFD pilot evaluation. The final OMB package includes plans for up to 50 total telephone interviews (up to one hour in length across all respondents). Incentives of \$50 were to be given to just two categories of respondents: 1) parent representatives, and 2) community partners. However, the process of collecting fall 2014 surveys from school-level respondents required multiple attempts, as their available time is extremely limited, and it is unlikely that the contractor will be able to recruit respondents for a 60-minute interview without an incentive. Since these calls cannot take place during the school day, it is reasonable to provide such incentives to school-level respondents for their time outside of the school day. School-level respondents such as School Food

Authority Directors, food service managers, teachers, and principals would receive incentives valued at \$50. Depending on individual school district requirements, these may be provided as gift cards or checks. This change does not affect burden hours for the information request.

Providing incentives to school staff is consistent with procedures for other studies approved by OMB, such as the School Nutrition and Meal Cost Study (OMB control number 0584-0596, expiration date 8/31/2017).

If you have any questions or require any additional information, please contact Christina Sandberg, Information Collection Clearance Officer, Planning and Regulatory Affairs, Food and Nutrition Service at Christina.Sandberg@fns.usda.gov or (703) 305-2337.