

Attachment C1. Introductory letter

(Advance letter sent with recruitment screener)

[USDA letterhead]

OMB Control Number: xxxx-xxxx

Expiration Date: xx/xx/xxxx

April 2022

NAME
ADDRESS 1
ADDRESS 2
CITY, STATE ZIP

Please help us make healthy foods available in your community.

On behalf of the U.S. Department of Agriculture (USDA), we are inviting you to take part in the National Food Study (NFS) Pilot. This important study will help USDA learn about the kinds of food American households have access to and get. Your participation will help improve household food choice and quality, and the health of people in your community.

To get started, please fill out the brief survey included in this package. It should take no more than six minutes to fill out. Based on your answers, you may be selected to tell us more about the foods you get throughout a week.

Your participation is voluntary, but it is extremely important to the success of the National Food Study. Your answers represent others in communities like yours. Your household was chosen to represent others similar to yours in your neighborhood and we cannot replace you with another household. No matter what food you buy or get free, we want to hear from you!

All your answers will be combined with information from other households making sure that all personal information you provide is treated confidentially as required by law. If you have any questions about the survey, please visit the National Food Study website at <https://www.nationalfoodstudy.org>, or call our study team at [INSERT TOLL FREE NUMBER].

This important study can only succeed with the help of households like yours. I do hope you will complete and return the short questionnaire.

Thank you for helping to improve our nation's access to food!

Sincerely,

Mark Denbaly, Ph.D.
Deputy Director for Food Economics Data
Economic Research Service, USDA