

FDA DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS (0910-0360)

The generic clearance will only be used for customer satisfaction and website usability surveys where FDA seeks to gather information that is planned for internal use only, and can provide a justification for qualitative or anecdotal collections that may nonetheless produce useful information for program and service improvement.

TITLE OF INFORMATION COLLECTION: Food and Drug Administration (FDA)/ Center for Food Safety and Applied Nutrition (CFSAN) and the United States Department of Agriculture (USDA)/ Foreign Agricultural Service (FAS) Produce Safety Presentation Series for Produce Stakeholders in Latin America Follow-Up Survey

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. Statement of need:

The FDA/CFSAN and USDA/FAS are collaborating on a follow up customer satisfaction survey based on public health and trade motivators respectively. The goal of the presentation series is to provide awareness of and information on the Produce Safety Rule (PSR) and the Foreign Supplier Verification Program (FSVP). Due to repeat outbreaks of foodborne illness in imported, fresh produce, the high volume of imported fresh produce consumed in the U.S., and the New Era deliverables related to training foreign stakeholders, this presentation series is a priority of the FDA leadership up through the FDA Commissioner. This survey will be conducted to provide FDA with stakeholder feedback regarding their experience with FDA webinars in order to improve future FDA webinar presentations.

2. Intended use of information:

Results from the follow-up customer satisfaction surveys for these presentations will help inform future FDA communications, outreach, and training for stakeholders. Feedback on the presentation will also help improve future presentations.

3. Description of respondents:

Stakeholders and respondents to this survey include regulated industry, foreign government officials, academics, and other interested parties.

4. Date(s) to be Conducted:

In July 2021, FDA intends to conduct the first presentation about the PSR and FSVP to produce stakeholders in Latin America. This will be the first presentation in a series of six presentation of identical presentations throughout July and August 2021. Four of the presentations will be offered in Spanish, one in English, and one in Portuguese. The content will be the same, only translated to accommodate the various languages spoken in Latin America.

The FDA/Center for Food Safety and Applied Nutrition will send participants a short web customer satisfaction survey as a follow-up to the webinar. Once OMB approves the survey, it will be circulated immediately after each presentation. The surveys will have the same three questions, but be translated in Spanish, English or Portuguese depending on the presentation language.

5. How the Information is being collected:

Follow-up customer satisfaction surveys for the FDA/CFSAN and USDA/FAS Produce Safety Presentations will be conducted by sending participants a short web survey, which they will complete online.

6. Confidentiality of Respondents:

The following statement is provided on the survey instrument: “Your participation / nonparticipation is completely voluntary, and your responses will not have an effect on your being able to attend future FDA produce safety events and activities. In instances where respondent identity is needed (e.g., for follow-up of non-respondents), this information collection complies with the Privacy Act, and data will be kept secure to the fullest extent allowed by law.”

7. Amount and justification for any proposed incentive

There is no proposed incentive being offered for completing this voluntary survey.

8. Questions of a Sensitive Nature (Data will be kept private to the extent allowed by the law)

There are no questions of a sensitive nature being asked on the survey.

9. Description of Statistical Methods

The sample size for the FDA/CFSAN and USDA/FAS Produce Safety Presentation Follow-Up Survey is based on the total number of participants expected to attend the July and August 2021 presentations. FDA will be providing the surveys to all attendees after the end of each webinar and expects that at least 70% of the attendees who receive the survey will complete and return them.

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

Type/Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
FDA/CFSAN and USDA/FAS Produce Stakeholder Survey	300	5	25

REQUESTED APPROVAL DATE: July 21, 2021

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FDA CENTER: Center for Food Safety and Applied Nutrition