

**OMB Control Number:** 0583-0186

**Title of Clearance:** Analyzing Consumers' Value of "Product of USA" Labeling Claims

**Summary of Changes:**

FSIS conducted a pilot of the OMB-approved instrument June 15-17 with 34 participants from the Ipsos KnowledgePanel. Based on the pilot findings, FSIS is requesting a non-substantive change to the approved collection titled, *Analyzing Consumers' Value of "Product of USA" Labeling Claims*, to make several minor revisions to the instrument. The participant burden is the same, and FSIS will follow the same data collection, analysis, and reporting procedures as previously approved.

**Instrument Revisions:**

- We made revisions to facilitate understanding of the translation of the word "lean" in the pork tenderloin discrete choice experiment (DCE) which one Spanish-speaking respondent found confusing. Specifically, after the description of the "lean" (translated as "magro") attribute in DISPLAY 9 (DCE 5 and 6), we noted that for the remainder of the survey we would refer to this attribute as "magro." We also provided a more descriptive phrasing of "lean" after "magro" in the practice DCE question (DISPLAY 12B for DCE 5 and 6). The remaining choice questions only used "magro."
- We deleted the question, DCE\_Def, for the three versions of the DCE in which respondents are asked to choose between products that vary based on four potential definitions of Product of USA (DCE 2, 4, and 6). The purpose of DCE\_Def was to assess respondents' understanding of the description of the four definitions (DISPLAY 10 and DISPLAY 11). Based on our review of responses to DCE\_Def, it appeared that respondents did not answer this question as intended. Because of this concern and because we revised DISPLAY 10 and DISPLAY 11 and the format of the choice questions to improve understanding based on the cognitive interview findings, we deleted this question for DCE 2, 4, and 6.
- We deleted the questions we had included for the pilot (DISPLAY 99 through P4a).
- We added an open-ended question at the end of the survey (SD3) to capture any other comments respondents may have about the survey and modified the wording for the END screen.

FSIS is including a revised version of Appendix A with the revisions to the Spanish and English versions of the instruments.