

<DATE>

Dear <NAME>,

Thank you for agreeing to participate in this voluntary shopping diary research. Harvest Insights Research is conducting this research on behalf of the United States Department of Agriculture (USDA) to inform them how USDA can best increase satisfaction with one of their programs. All of the information you provide will be used only for research purposes and will not be disclosed or used, in identifiable form, for any other purpose except as required by law.

You may complete the online shopping diary at a time that is convenient for you. Please review the instructions and questions carefully. We expect that completing the diary will take no more than 45-minutes. To thank you for your time, you will receive a \$50 gift card as a token of appreciation.

To participate, <INSERT LOG-IN INSTRUCTIONS>.

If you have any further questions, please contact

Nan Norton

Nan@harvest-insights.com

OMB BURDEN STATEMENT: This information is being collected to assist the Food and Nutrition Service in developing a National Outreach Campaign to increase awareness of the health and nutrition benefits associated with specific programs. This is a voluntary collection and FNS will use the information to meet the needs and understand the mindsets of current program participants, as well as those individuals who are eligible but do not participate. This collection does not request any personally identifiable information under the Privacy Act of 1974. 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 0584-0611. The time required to complete this information collection is estimated to average .083 hours 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. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA (0584-0611). Do not return the completed form to this address.