



February 10, 2010

Dear Farmers' Market Consumer:

We are happy that you participated in the Florida Elder Farmers' Market Nutrition Program this past season. The Farmers' Market program provided you with coupons to buy fresh fruit and vegetables from the local farmers' market. The Florida Department of Elder Affairs (DOEA) would like to hear from you about ways to continue to improve the program.

DOEA interviewers will soon be calling some participants to ask about their experience with the program. We are sending you this letter to let you know that you might be called. Please understand that only some of the people who receive this letter will be called.

If you receive a call, a DOEA interviewer will ask you several questions to get your opinion about the program. The survey should take less than 10 minutes. This call is only to help make our program even better, and no one will try to sell you anything as a result of this call.

If you are called, you are not required to answer our questions, and this will have no impact on your eligibility to receive coupons next year. We would, however, greatly appreciate you sharing your thoughts about the Elder Farmers' Market program with us. Your answers to our questions will be confidential, and your name or any other identifying information will not be shared with anyone.

Should you have questions about this letter or our survey, please call Mr. Brandon Cunningham at 850-414-2128. If Mr. Cunningham is not available, please leave a message and someone will return your call. Thank you for your help in improving the Elder Farmers' Market Nutrition Program services.

Sincerely,

E. Douglas Beach, Ph.D.
Secretary