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**Heads Up—Panel Member Pre-Survey Invite**

Dear [First Name],

Thank you for being a Gallup Panel member! Your household has been selected to participate in the upcoming Household Food Survey. You will receive this survey in about a week, but we want to share some information with you now to help you answer the survey questions.

Over the next 7 days, please pay close attention to the food and drinks you throw away, compost, put down the sink disposal, or otherwise dispose of in your home for any reason. We recommend you keep notes each day to help you remember what was disposed of in your household.

Our questions will ask about what types of foods are disposed of in your home and how much of each kind of food was disposed of (in cups and tablespoons). For reference, one cup is about the size of your closed fist and one tablespoon is about the size of your thumb.

We will ask you to report disposal for the following types of food: fruits, vegetables, grains, proteins, dairy, mixed dishes that include multiple types of food, scraps that are not edible, and oils, fats, and sugars.

We would like you to include food that may be disposed of by others in your household as well. It may help to ask them to show you or tell you about the items they dispose of.

**Invitation—Panel Member Invite: Survey**

Dear [First Name],

We are inviting a select group of Gallup Panel members to take part in a new survey to help us understand more about how American households use different types of foods. You have been selected to participate!

The Household Food Survey, conducted in partnership with MITRE (a non-profit research corporation), is designed to help researchers and policymakers understand how individuals like yourself consume food and to identify areas where we can improve the American food system. Please make sure your voice is heard on this important issue by taking this survey today!

**As a thank you for your time, Gallup will send you a [incentive amount] reward when you complete the survey.**

**Invitation—Panel Member Invite: Daily Diary**

Dear [First Name],

Thank you for completing Gallup’s Household Food Survey! We are inviting a few select respondents who completed that survey to take part in a new type of study to help us understand more about how American households use different types of foods. You have been selected to participate!

The Household Food Diary Study, will involve using a mobile phone application (app) to track the food that you and other members of your household dispose of each day for seven days in a row (August 8th to August 14th). **You can earn up to $40 for participating: every day that you track your food you will earn a $5 reward, with an additional $5 bonus for completing all seven entries.**

This study is by invitation only, so please click the link below to take a quick 3-question survey to enroll in the Household Food Diary Study today!