

# SCAN

## Supply Chain Analysis for Nutrition

### SUPPLEMENTARY TOOL

## ST-08

### STAKEHOLDER INTRODUCTION LETTER

#### Background and Instructions

As with all types of human research and surveys, appropriate ethical approvals and principles should apply. This includes introducing the goals and objectives of SCAN to all stakeholders and survey participants and allowing them to provide informed consent for their participation.

An introduction letter succinctly informs the stakeholder what SCAN is, what its purpose is, how that stakeholder can be involved and participate, any benefits or risks to their participation, and what the information collected will be used for. The letter should be provided on the letterhead of the organization leading the SCAN process and provide contact details in case the stakeholder has any questions. The letter also has a place for a stakeholder to sign or provide other indication that they have read and/or understood their role in the SCAN research. A copy of the letter should be left with the stakeholder for future reference.

A sample stakeholder introduction letter is provided on the next page. There are placeholders where the letter can be modified as necessary to suit the specific goals and objectives of SCAN and/or to include specific information pertinent to one or more stakeholders.

The table below provides some examples of how to fill some of the placeholders in the letter.

[TYPE OF STAKEHOLDER]	[SPECIFIC TOPICS]
As a <b>consumer</b> ...	...perspective on your <b>purchasing or consumption habits and food preferences.</b>
As a <b>food producer</b> or <b>processor</b> ...	...perspective on your <b>business operations, your flow of inputs and outputs, prices, and sales.</b>
As a <b>distributor</b> or <b>logistics expert</b> ...	...perspective on your <b>business operations, the transportation and storage of goods, and interactions with buyers and sellers.</b>
As a <b>bank</b> or <b>investor</b> ...	...perspective on your <b>business interests and aspirations, financial markets, and investing opportunities for nutritious foods.</b>

**[Today's Date]**

Dear **[Participant]**,

**[Organization]** is looking to expand consumer access of nutritious foods, such as **[food type]**, in **[geographic region]**. To identify appropriate solutions for doing this, we are conducting research to better understand and identify challenges and opportunities within the supply chain and market.

As a **[type of stakeholder]**, we value your experience and perspective on **[specific topics]**.

We would like to meet with you and discuss the following types of questions:

1. How might you assess or determine the accessibility, desirability, and/or quality of **[food type]**?
2. What are some of the challenges you, your organization, or your community face that affect the production, transportation, storage, distribution, or sale of **[food type]**?
3. What do you think are some solutions, technologies, or opportunities to address and solve these challenges to improve consumer access to **[food type]**?

There are minimal risks to your participation in this research. We assure all information provided will remain confidential and will be used only to gather broad trends and insights around the business and food environment. Your name or any specific organization or company details will not be connected to the information you provide in any way.

From what we learn, we intend to work with various stakeholders to help shape improvements to markets and supply chains so that consumers gain greater access to nutritious foods necessary for health and economic prosperity. A report will be prepared following this research and we will share that report with you when available. If there is any potential for further partnership in your role to help increase access to these nutritious foods, we will contact you to discuss further.

If you have any questions, please contact **[name, title, organization]** at **[email or phone number]**.

Thank you in advance,

**[Your name, title, organization]**

**[Your contact information]**

For the participant:

*I certify that I have understood the contents of this letter and the purpose of this research. I provide my informed consent to participate in the study.*

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Signature or Mark

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Date