



INFORMED CONSENT LETTER

The Manitoba Consumer Monitor Food Panel

Researchers at the University of Manitoba are using a panel of consumers from across Manitoba for ongoing research on attitudes to food, diet and health. The panel is coordinated by Jocelyne Gaudet at the University of Manitoba. Funding for this project is provided by the Canada and Manitoba governments through Growing Forward 2, a federal-provincial-territorial initiative.

You have been asked to participate in the panel. As a participant in this panel you will be asked to complete approximately five surveys throughout the year. These surveys will take around 15 to 40 minutes each to complete. You are free to participate or not in each survey and, should you choose not to participate, you can withdraw from a survey at any time without prejudice or consequence. As well, you are free to skip any question you would prefer not to answer. By completing and submitting a survey, you provide consent to participate in the study.

Individual data from the study are only for academic research purposes and will not be passed on to anyone outside the research team. Verbatim quotes from answers to short written questions may be reported in an anonymous manner. Your responses to each survey are made in strict confidence, and your name will not be used in any report or data file. Your responses to each survey will be recorded using your randomly-assigned participant number. To protect your privacy, identifying information about yourself and participant identifying numbers will be stored in a locked cabinet in the research office. All data collected in each survey will be stored on a university server protected by password to which only members of the research team have access.

Your participation is important, as results from the study will be shared with government policy-makers on issues related to food, diet and health, which ultimately may benefit consumers, such as you. You are not waiving any legal claims, rights or remedies because of your participation in this research study nor are you releasing the researchers, sponsors, or involved institutions from their legal and professional responsibilities. Your continued participation should be as informed as your initial consent, so you should feel free to ask for clarification or new information throughout your participation. If you have questions, please contact Jocelyne Gaudet 204-474-8049 or Dr. Jared Carlberg 204-474-9395, or Dr. Tammi S. Feltham 1-780-438-1001.

This research has been approved by the Joint Faculty Research Ethics Board at the University of Manitoba. If you have any concerns or complaints about this project you may contact any of the above-named persons or the Human Ethics Coordinator at 204-474-7122.

By returning any of the surveys, you acknowledge your consent to participate in this panel.