



Organization Frequently Asked Questions

What is Food Perspectives?

Food Perspectives is a consumer testing company headquartered in Plymouth, MN. Our role is to collect consumer insights for major local, national and international food companies. These food companies need feedback on their products from consumers like you! You can help these companies gain a better understanding of consumer likes and needs by tasting their products and giving your opinions.

How can Food Perspectives help my organization?

Fundraising with Food Perspectives is easy, fast and fun! Through Food Perspectives over 2.8 million dollars have been donated to organizations just like yours. By registering with your organization, you will be paid for your time **and** your organization will be credited \$10 every time you test. Accumulated funds will then be sent to your organization monthly.

SORRY! Those with any member of their household working for a major food manufacturer, advertising agency or market research company are not able to participate.

When and where are the tests?

Food Perspectives has **many** test locations in the Twin Cities where people come to evaluate a small portion of food and give their opinions about the product's taste or appearance. As a tester, you will be invited to tests within a short drive from your home. **Day and evening test times** are offered for all tests to accommodate various work schedules.

How are testers scheduled for a study?

Testers will be contacted by one of three methods:

- Via **online** web surveys, sent to testers' email accounts. Testers can take the online surveys to see if they qualify for a test.
- By our **Interactive Voice Response** system (IVR) which also questions and qualifies testers for a test.
- By "live" **Callers** who will ask a series of questions in order to qualify testers for a test.

How does an organization get started?

You can start by registering your organization with FPI. Simply complete and return the Group Contact Form and the Substitute W-9 form (your organization must be a 501c3 nonprofit organization to participate). Then, simply direct your members to our website to sign up. Go to www.fpitesters.com. Click on the Become a Tester tab and complete the online sign up form. Please make sure to encourage your members to click on your group's name in the Organization field. This step attaches the individual to your organization for fundraising purposes.

13755 1st Avenue North, Suite 500 Plymouth, MN 55441 763-354-2776 www.fpitesters.com