

## Consumer Evaluation of Potato Chips and Tortilla Chips

To whom it may concern,

Dr. Ken Prusa, Dr. Kathy Hanson and Chris Fedler in the Food Science and Human Nutrition Department are making appointments with individuals who are willing to participate in a research study on the sensory characteristics of commercial potato chips and tortilla chips. To participate, you must be 18 years or older and consume chips at least once every two weeks. If you participate, you will be asked to answer some demographic and product usage questions. You will then be asked to evaluate aroma, crispness, flavor, oil flavor, oily mouthfeel and oil off-flavor of each of two samples of both potato chips and tortilla chips. The study will be conducted in Room 1126, Human Nutritional Sciences Building next **Wednesday, November 4, 2009** from 10:00 A.M. – 2:30 P.M. The test will take approximately 15 – 20 minutes.

The ingredients used to make the chips are potato, corn, salt, citric acid and one or more of the following: corn oil, cottonseed oil, canola oil, soybean oil, palm oil, You should not participate if you have an allergy or sensitivity to any ingredient.

You will be assigned an identifier code to be used on the ballots; there will be no names on the ballot. No references will be made to individuals in any presentations or publications resulting from this study.

The general benefit derived from this study is that industry will gain information regarding the consumer preferences for potato and tortilla chips. You will receive \$5.00 at the end of the session.

Your participation in this study is completely voluntary and you may withdraw from the study at any time without penalty by notifying the Principal Investigator or other key personnel listed below.

### Principal Investigator(s)

Dr. Ken Prusa, 220 Mac Kay Hall, 294-4323

### Key Personnel

Dr. Kathy Hanson, 1126 Human Nutritional Sciences Building, 294-4247

Chris Fedler, 1127 Human Nutritional Sciences Building, 294-4321, [cfedler@iastate.edu](mailto:cfedler@iastate.edu)

If you have any questions about the rights of research subjects or research-related injury, please contact the IRB Administrator, (515) 294-4566, [IRB@iastate.edu](mailto:IRB@iastate.edu), or Director, (515) 294-3115, Office of Research Assurances, Iowa State University, Ames, Iowa 50011.

If you qualify and are interested in participating, please email your preferred time to Chris Fedler at [cfedler@iastate.edu](mailto:cfedler@iastate.edu). Appointments are made on the hour and half hour from 10 AM to 2:30 PM. You will receive confirmation by email.

Thanks for considering this opportunity to contribute to science.

Ken Prusa, Kathy Hanson and Chris Fedler