

Catalina Trading Pty Limited

June, 2010

Free box (12 pcs) Apple Slinky Machine Fundraiser.

Background Information:

Catalina Trading is undertaking the collection of nutritional data from everyday food items found in your pantry. This data will be used for the future resources of a 'healthy eating' website to be potentially launched sometime in the future, and it will probably be subscription based.

Our Aim:

Our aim is to catalogue nutritional information on as many items across as many brands as we can whilst offering a real incentive to fundraising groups across Australia. We have 100 boxes (1200 machines) to provide to worthy groups around Australia.

What we want from you:

We want you to co-ordinate 11 other people (different families) with yourself (total 12 people) to take a sample of 50 nutritional panels from items in your pantry and fridge & freezer and enter the following details from that nutritional panel into a web based form. **ALL** the information is on the nutritional panel in the 100g/100ml column. There are no calculations involved.

- Kilojoules
- Protein
- Fat
- Saturated Fat
- Carbohydrates
- Sugar
- Fibre
- Sodium

You will also need to enter the item brand, the item name and select a food category from a drop down list.

It shouldn't take more than a few hours on a Saturday morning if you get other family members involved. There is a short survey to fill out at the beginning which involves no personal information and consists of the following questions.

1. Number of Adults in the family group
2. Number of children in the following age groups
 - a. Less than 4 years old
 - b. 4 – 9 years old
 - c. 10 – 12 years old
 - d. 13 – 18 years old
3. Where you mainly shop (Coles, Woolies, Aldi, local store etc)
4. Whether you shop with a shopping list. (Yes / No)
5. Your post code (4 numbers)

A.B.N. 43 000 211 692

Office, 5 Finian Avenue, KILLARNEY HEIGHTS N.S.W. 2087 Australia
Ph: 02 9453 5699 Fax: 02 9453 5556 E/Mail pete@fundraisingitems.com.au

Y:\OURDOCS\NIP.DOC

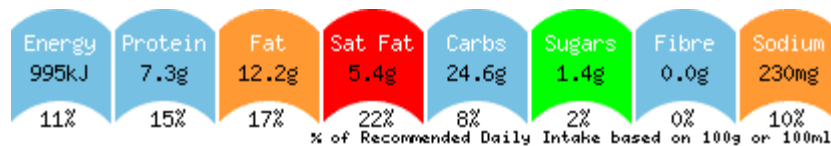
Catalina Trading Pty Limited

6. Your weekly shopping budget
 - a. None
 - b. Less than \$100
 - c. Between \$100 and \$200
 - d. Between \$200 and \$300
 - e. More than \$300
7. Whether you had heard of 'Traffic Light Food Labeling' (Yes / No)
8. Whether you read nutritional panels on packets (Yes / No)
9. If so, rate the importance of nutritional panels (1 to 5)
10. Rate your understanding of nutritional panels (1 to 5)

You may be wondering...

Nutritional information found on packaging offers a bewildering array of information. Most of it is presented in a way that makes it practically impossible to make comparisons for healthy choices. Some are too small to read. For example: some breakfast cereals have a serving size of 30 grams and others 50 grams making it impossible to compare by serving size. Further, you may prefer 70 grams for your breakfast.

As you enter each item, you will be presented with an image similar to the one here.



It presents an easy to understand representation of the food item based on the published Recommended Daily Intake guideline. Key ingredients Fat, Saturated Fat, Sugar and Sodium are colour coded according to other recommendations.

What you can get out of this

Apart from the free apple slinky machines, we will return an analysis to each participant of their 50 items giving them an 'average' image of their 50 items, thus giving you and them an indication of the health of yours and their pantry. Participants will be given the option to continue (for free) to complete a full pantry audit if so desired.

Is there any cost?

The machines are absolutely free; however, we ask that you pay for the freight. East coast capitals are \$15.00 per carton of 12 pcs as an example.

What about different people entering the same item?

Actually, this serves a purpose as well. The same entry from 2 different people serves to verify the information collected.

A.B.N. 43 000 211 692

Office, 5 Finian Avenue, KILLARNEY HEIGHTS N.S.W. 2087 Australia
Ph: 02 9453 5699 Fax: 02 9453 5556 E/Mail pete@fundraisingitems.com.au

Y:\OURDOCS\NIP.DOC

Catalina Trading Pty Limited

The Details

Coordinator duties

1. Find 12 people total including yourself, willing to take part in the survey, answer all the questions in the survey and agree to enter items found ONLY in their own pantry.
2. 12 people x 50 items = 600 items total from a group. Of those 600 items, a minimum of 400 must be unique. We will notify you progressively of the ratio for your group. If the unique number falls below 400, we may ask you to arrange your members to enter further items to make up this number, however, you will not be asked to provide more than an extra 60 items (5 per group member). If a group member is slow in entering the information or opts out, please contact us. You can make substitutions.
3. As coordinator, you may organize additional groups of 12 people; however, we reserve the right to limit the number of boxes available to each fundraising group.
4. Each member of the group must be willing to divulge their own email address for limited correspondence during and immediately after the survey process. Catalina Trading guarantees the privacy of each email address and is fully aware of Australian laws guaranteeing that privacy. Any email will only be relevant to the survey and collection of the information directly related to this process. All further correspondence is strictly on an 'opt in' basis.

Cancellation of promotion

Catalina Trading reserves the right to conclude this promotion at any time without notice.

The next step

If you want to proceed with this simple project, please email me at pete@fundraisingitems.com.au stating that you wish to register to do the survey. Include the name of the group and we will email you back indicating a likely starting date.

You will then need to email us with the names and email addresses of the 12 group members.

Finally, we will follow up with a registration ID for each group member to use when logging on to the web page.

Finally

Let me assure you that what we are trying to achieve is unique world-wide. Our final goal is to offer informed information to allow individuals and families to make healthy eating choices.

Thank you for reading this.

Peter Easson, Director.

A.B.N. 43 000 211 692

Office, 5 Finian Avenue, KILLARNEY HEIGHTS N.S.W. 2087 Australia
Ph: 02 9453 5699 Fax: 02 9453 5556 E/Mail pete@fundraisingitems.com.au

Y:\OURDOCS\NIP.DOC