

Subject: Consumer Beef Study: Fundraising Opportunity for Non-Profit Organisations

Kia ora,

I hope this message finds you well.

The Department of Food Science at the University of Otago is currently running a consumer sensory study of cooked beef. We are currently recruiting consumers to participate in the study and are seeking support from non-profit organisations. We needed approximately 51 participants (3 sessions each with 17 participants).

We are seeking non-profit organisations that are keen to participate in one of our consumer study sessions. As a fundraising effort for your organisation and appreciation of your support, a **\$30 donation will be made to your organisation for each participant**, amounting to **\$510 per group of 17**.

What's Involved:

- **Session Details:** You will sample and share your perceptions of 5 (cooked to rare) red meat samples during a 60-minute session held at the Department of Food Science, University of Otago, Dunedin. Only one session will be conducted per day.
- **Group Size:** Each group must consist of exactly **17 eligible participants** (see eligibility criteria below). Unfortunately, groups with fewer than 17 people cannot take part.
- **Multiple Groups Welcome:** Organisations are **welcome to book more than one group**. Each group will require a separate timeslot and different participants (see the schedule of timeslots)

Participant Eligibility:

- Individuals who are between 18 and 65 years of age;
- Willing to participate in tasting cooked beef samples (no restrictions against religious, cultural, ethical, or personal reasons);
- No pre-existing medical conditions associated with red meat;
- Complete dentition or have no difficulty chewing;
- NOT pregnant or breastfeeding,
- Have NOT been sick (e.g., COVID-19 or flu) three weeks prior to an evaluation session

Donation Details:

- Upon completion of the study by 17 members of your organisation, a **\$30 donation per participant** will be made directly to your non-profit organisation's bank account (personal accounts are not permitted).
- The organiser must provide verified bank account details and their contact information at registration.
- Payment will be made **after all booked sessions have been completed**.

We'll provide all study materials and facilitation – you just help bring the group!

If you have any questions or would like to discuss a timeslot, feel free to reach out.

Ngā mihi nui,

Kawindhya Thatsarani

Schedule of timeslots

Booking Process:

- Coordinate a group of 17 eligible participants.
- Select a suitable date and propose the best timeslot for your group between 15.00 and 19.00 for an hour from the available session dates. abeka172@student.otago.ac.nz
- Submit your booking and group details to **Kawindhya Thathsarani** at abeka172@student.otago.ac.nz
- Provide the full names, email and mobile number of the organiser for each session.
- Cancellation can be done **(the latest) ONE WEEK prior to the booking time.**

Session Availability

Available sessions are listed below. Please contact us by email to confirm the timeslot that works best for you.

Please note that we run one session (1 hour) per day. Once an organisation selects a day and time, that day is no longer available.

Time / Date	15 OCT	16 OCT	31 OCT
3:00-4:00 pm	Available	Available	Available
4:00-5:00 pm	Available	Available	Available
5:00-6:00 pm	Available	Available	Available
6:00-7:00 pm	Available	Available	Available