

## Agenda Item #7



### RESEARCH CRITERIA SCORE CARD

*The Research Criteria Score Card rates the success criteria of potential areas of research as evaluated by staff/consultants as **1 Low; 2 Medium; 3 High** yielding a final score identified as the “Potential for Success.” The NAP will also use these same criteria when evaluating potential projects submitted in response to a specific Request for Proposals. Project proposals will provide required detail regarding study design that enable the NAP to conduct a more robust review to support a recommendation to the NRC for concurrence before moving to the Executive Committee for approval.*

*The specific criteria are defined as:*

- **Scientifically feasible** – The likelihood of success of a research strategy or individual study from a standpoint of process and outcomes. Considerations can include relevance to current state of knowledge about prunes’ nutrient profile and evidence of functional impact or mechanistic relationship; clearly stated objectives and appropriate methods to test the stated hypothesis; recruitment probability; procedures and measures; anticipated IRB approval; researcher/investigator expertise and institutional capacity; publishing potential.
- **Ownable** – Supports a unique or uncommon outcome specific to prunes (a “prune effect”) and can help create a recognizable competitive advantage in the marketplace.
- **Impactful** – Anticipated outcomes of research projects will resonate with health and nutrition professionals, consumers, other researchers, and strategic partners, or confirm evidence sufficient to dedicate additional investment towards an area of research (e.g., pilot study). The score for this criterion is calculated in the [Impact Criteria Score Card](#) and may not be a whole number.
- **Cost-efficient** – The determination that the total cost of a study and its intended performance by measure of other success criteria fits the practical limitations of the CPB’s immediate and long-term nutrition research budget.
- **Timely** – Either serves the intended expectation to develop a consistent cadence of published research results, is opportunistic in terms of consumer driven health trends, and/or reflects the current industry pulse in regards to nutrition research (e.g., fatigue with no cost extensions with long clinical trials).
- **Offers relevant consumer messaging** – Provides significant opportunities to support the CPB’s marketing and communication priorities.

**Research Criteria Score Card**

Scores include: 1 (Low); 2 (Medium); 3 (High)

RESEARCH RECOMMENDATION	RESEARCH SUCCESS CRITERIA						
	FEASIBLE	OWNABLE	IMPACTFUL	COST EFFICIENT	TIMELY	CONSUMER MESSAGING	TOTAL SCORE
1. Trans/Perimenopause Prevention Study - \$1.5 million Note: 50% of budget covered by National Institute of Food and Agriculture	3	3	2.75	3	3	2	<b>16.75</b>
2. On-Off-On Study - \$342,000	3	3	2.5	3	3	2	<b>16.5</b>
3. Glucorticoid Clinical Trial -	3	3	2.5	2	2	2	<b>14.5</b>
4. New Population Demographic -	2	3	2.5	2	2	2	<b>13.5</b>
5. Japan Clinical Trial - \$1 million +	1	3	2.5	1	2	3	<b>12.5</b>