

Peer Review Plan

Preliminary Title: The Evolving U.S. Organic Sector: Farm to market Trends Between 1997 and 2007
Type of Report (ERR, EIB, EB) EIB

Agency: Economic Research Service Influential Scientific Information
USDA Highly Influential Scientific Assessment

Agency Contact: Elise Golan, egolan@ers.usda.gov

Subject of Review: Organic retail sales reached \$18.9 billion in 2007, up nearly fivefold from 1997. Marketing changes accompanied industry growth, and these changes included new venues retailing organic food, the development of organic private label product lines by many supermarkets, and the widespread introduction of new organic products. This report reviews how the organic industry has grown over the decade, focusing on the farmer, handler, retailer, and consumer levels.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review: Panel Review Individual Reviewers

Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 1/30/09 End: 4/2/09 Completed: 4/2/09

Number of Reviewers: 3 or fewer 4 to 10 More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: Agency Designated Outside Organization

Organization's Name:

Opportunities for Public Comment? Yes No

If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments? Yes No

Public Nominations Requested for Review Panel? Yes No