

## Peer Review Plan

Preliminary Title: U.S. Organic Food Market: some Demand Perspectives  
Type of Report (ERR, EIB, EB) ERR  
 Influential Scientific Information  
Agency: Economic Research Service  Highly Influential Scientific Assessment  
USDA  
Agency Contact: Elise Golan, [egolan@ers.usda.gov](mailto:egolan@ers.usda.gov)

Subject of Review: Demand for organic food is estimated using Nielsen Homescan data. The Nielsen Homescan panel reported their retail food purchases, including quantity, spending, and detail product description, as well as their socio-economic and demographic characteristics. The data are suitable for describing the retail organic food market as well as to examine consumer's decisions toward purchasing organic foods. Descriptive analyses as well as econometric modeling have been conducted using the 2003-06 Homescan data.

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: 3/26/09 End: XX/XX/XX Completed: XX/XX/XX

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