Peer Review Plan

Preliminary Title: The Market for Chicken Raised without Antibiotics, 2012-2017

Type of Report (ERR, EIB, EB, TB, SOR,): EIB

Agency: Economic Research Service

Agency Contact: Kelly B. Maguire <kelly.b.maguire@usda.gov>

Subject of Review:
This report estimates consumer retail expenditures shares and prices of chicken products labeled raised without antibiotics (RWA) between 2012 and 2017, and characterizes the demographics of households that purchased RWA-labeled chicken products. The analysis considered three different chicken product market segments: classic, processed, and sausage, using household scanner data merged with a dataset of poultry product label claims.

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: [X] Individual Reviewers

Timing of Review (Est.):
Start: 3/5/2020 Completed: 10/01/2020 Withdrawn: XX/XX/XX

Number of Reviewers: [x] 4 to 10 [ ] More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: [X] Agency [ ] Designated Outside Organization

Organization’s Name:

Opportunities for Public Comment?: [ ] Yes [X] No

If yes, briefly state how and when these opportunities will be provided:
How: [ ]
When: [ ]

Peer Reviewers Provided with Public Comments?: [ ] Yes [X] No

Public Nominations Requested for Review Panel?: [ ] Yes [X] No