

Peer Review Plan

Preliminary Title: The Potential Impact of New Bread and Breakfast Cereal Products on U.S. Nutrient Consumption

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

Agency: Economic Research Service [X] Influential Scientific Information
USDA [] Highly Influential Scientific Assessment

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Subject of Review: A dynamic food supply makes dietary intake assessment and nutrition surveillance challenging. This study integrated market supply information with national dietary surveillance data to simulate these changes. We used product-level nutrition data from 2,207 new breakfast cereal products and 1,434 new bread products reported in Mintel Global New Products Database (GNPD) over the 2005-12 time period. The nutrients contained in new breakfast cereal and bread categories are integrated with nationally representative consumption patterns from the National Health and Nutrition Examination Survey to simulate potential impacts of new products on nutrient intakes. Compared to nutrient values provided by the traditional Food and Nutrition Database for Dietary Studies, average nutrient consumption estimates from the Mintel GNPD simulations differ for fiber, sodium, and sugar for both categories. However, in most cases, these estimates converged over time.

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 [X] Individual Reviewers
[] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 2/22/2019 Completed: XX/XX/19 Withdrawn: XX/XX/19

Number of Reviewers: [] 3 or fewer [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