

## Peer Review Plan

Preliminary Title: Changing Seasonal Farm Price Patterns in Selected U.S. Fresh Fruit Markets

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

SOR

Influential Scientific Information

Agency: Economic Research Service  Highly Influential Scientific Assessment  
USDA

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Subject of Review: Seasonality has long been recognized as a determinant of price in fresh produce. Major market changes over the past 30 years may have impacted seasonal effects. Products that are supplied and demanded evenly throughout the year are less likely to demonstrate strong seasonality. This paper analyzes grower price patterns in five major U.S. fresh fruit markets between 1980 and 2012 to determine if the magnitude and pattern of seasonal price changes have altered over time or between commodities. A distinct seasonal pattern is still observed in fresh strawberry prices even as expanded geographical and varietal diversity have had a smoothing effect. Fresh peach and grape markets also continue to demonstrate seasonality with high price windows at the start and end of the domestic harvest season. Fresh apples and oranges are more storable fruit commodities that exhibit less seasonality in grower price patterns although the timing of when high and low prices are realized has shifted.

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: 1/31/14 End: 05/20/14 Completed: 05/20/14

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



