

Peer Review Plan

Preliminary Title: What's Cooking? The Demand for Convenience Foods At-Home and Away-from-Home in the United States

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

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

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Subject of Review: Demand for convenience foods has grown in the United States, which has implications for dietary quality and health, but little is known about the drivers behind the growth in demand for such foods. Could Americans be purchasing more processed foods because of declining market price of the most convenient foods compared to their less processed counterparts? Or could it be that the most advertised foods are those that are the most convenient? Or lastly, could American households have little time for meal preparation because of labor market participation? The authors of this report construct a data set that contains variables that capture variation in consumer prices, household food expenditures, advertising expenditures, and household characteristics between 1999 and 2010 for six types of foods by convenience type (basic ingredients, complex ingredients, ready-to-cook foods, ready-to-eat foods, fast food, and sit-down restaurant meals and snacks). These data can then be used to model demand for food by convenience type using the linear almost ideal demand system.

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: 04/15/15 End: 3/4/2016 Completed: 3/4/2016

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

