

Peer Review Plan

Preliminary Title:	Do WIC Households Choose the Same Food Items When Using WIC Benefits and When Paying Out of Pocket? A Case Study of Cold Cereal Purchases		
Type of Report (ERR, EIB, EB, TB, SOR,)	ERR		
		[X] Influential Scientific Information	
Agency:	Economic Research Service USDA	[]	Highly Influential Scientific Assessment
Agency Contact:	Ephraim Leibtag, eleibtag@ers.usda.gov		
Subject of Review:	The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is the Nation's third-largest food and nutrition assistance program. WIC participants in most parts of the United States receive Food Instruments that they can exchange for foods like infant formula fluid milk, fruit juice, whole-grain bread, and cold cereal at authorized retail stores, at no out-of-pocket cost to themselves. Since participants incur no out-of-pocket costs, economic theory suggests that they may be less sensitive to prices when choosing among allowed food items. This, in turn, may increase the program's total costs. In this study, ERS will analyze households' purchases of cold cereals as a case study. The researchers will compare the food choices and prices paid by WIC households and non-WIC households, and also among WIC households when they pay for cereal out of pocket (e.g., use their own money or SNAP benefits) and when they use their WIC benefits.		
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: 06/29/15	End: 11/30/15	Completed: 11/30/15
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	

