# Peer Review Plan

**Preliminary Title:** Patronizing Direct-to-Consumer Outlets Stimulates Fruit and Vegetable Demand

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

- [X] Influential Scientific Information

**Agency:**
Economic Research Service
USDA

**Agency Contact:** Cindy Nickerson, cnickerson@ers.usda.gov

**Subject of Review:**
USDA seeks to develop, improve, and expand direct-to-consumer (DTC) marketing channels such as farmers markets and roadside stands. These sales outlets are important to small farmers who may be unable to satisfy the supply requirements of buyers for supermarkets and chain restaurants. DTC outlets are also a source of fresh, locally-grown food for consumers. Indeed, it is widely hoped that people who patronize DTC outlets will buy and consume more fruits and vegetables overall. Previous research demonstrates that developing DTC outlets in low-income/low-access communities can increase fruit and vegetable consumption among community residents. Still other research shows that providing participants in USDA food assistance programs with financial incentives to buy fruits and vegetables at farmers markets can be effective. However, it is unclear whether patronizing DTC outlets affects a household’s demand for fruits and vegetables more generally outside of low-income/low-access communities when financial incentives are not provided and other intervention strategies are not pursued. Using the National Household Food Acquisition and Purchase Survey (FoodAPS), we model fruit and vegetable spending by U.S. households.

**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: 11/30/16
Completed: 04/26/17
Withdrawn: X/X/X

**Number of Reviewers:**

- [x] 4 to 10

**Primary Disciplines/Types of Expertise Needed for Review:**
Economists

**Reviewers selected by:**

- [X] Agency

**Organization’s Name:**

**Opportunities for Public Comment?**

- [X] No

If yes, briefly state how and when these opportunities will be provided:

**Peer Reviewers Provided with Public Comments?**

- [ ] Yes

Public Nominations Requested for Review Panel?

- [ ] Yes

- [X] No