

Peer Review Plan

Preliminary Title: Households Find Ways to Stretch Their Milk Dollar When Budgets Are Tight
Type of Report (ERR, EIB, EB) ERR

Agency: Economic Research Service [X] Influential Scientific Information
USDA [] Highly Influential Scientific Assessment
Agency Contact: Daniel Pick, dpick@ers.usda.gov

Subject of Review: Many households suffered a decrease in income during the 2007-2009 recession. At the same time, food prices rose. For example, in 2008, the median U.S. household made 3.6 percent less money after adjustment for inflation than it did in 2007 while prices for milk at retail food stores rose 11.6 percent in 2007 and 6 percent in 2008. Households have several ways to economize on their retail food purchases when prices increase or their incomes fall. For instance, when prices or income change, they may choose milk products with a different level of fat content or switch between conventional and organic milks. Information on how households economize on their purchases may help policymakers to forge effective policies for supporting a well-nourished and healthy population as well as a competitive agricultural sector. This study investigates a household's choice among retail fluid milk products categorized along three dimensions: three levels of fat content, two levels of package size, and organic versus conventional methods of production.

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: 05/10/12 End: 10/04/12 Completed: 10/04/12

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



