

## Peer Review Plan

Preliminary Title: An Assessment of Product Entry and Exit in the U.S. Food Industry and Nutrient Content Implications

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

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

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Subject of Review: The study uses IRI retail store data over the 2008 to 2012 period to describe the extent of product entry and exit in 17 food and beverage categories. As consumers demand healthier food and beverage products, research to highlight changes in nutrient composition associated with product innovation strategies is needed. The nutrient content implications of product turnover are examined by comparing nutritional quality of products entering the market, products exiting the market, and common products (products that neither entered nor exited the market). The study finds that differences in nutritional content of entering and exiting products can have important implications for temporal changes in the nutritional characteristics of product categories with relatively high turnover rates.

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: 2/3/17 End: 7/24/17 Completed: 7/24/17

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