

Peer Review Plan

Preliminary Title: **U.S. Fresh and Processed Apple Production – Organic Systems Gain a Toehold**
Publication Series: Outlook Special Report

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

Agency Contact: Molly Garber, mgarber@ers.usda.gov

Subject of Review: This report uses ARMS and other new data to examine the overall trends in the U.S. apple sector and compare production and marketing characteristics under organic and conventional farming systems.

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] Panel Review [X] Individual Reviewers
WAOB

[] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 10/29/2010 End: Completed: 12/29/2010

Number of Reviewers: [] 3 or fewer [X] 4 to 10 [] More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists and market analysts.

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

