

## Peer Review Plan

Preliminary Title: **Younger Consumers Exhibit Less Demand for Fresh Vegetables**  
Publication Series: E-Outlook Special Report

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

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Subject of Review: This report reviews differences in the behavior of younger and older birth cohorts and suggests how those differences might affect the market for fresh vegetables.

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: 06/29/2009 End: Completed: 8/19/2009

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

