

## Peer Review Plan

Preliminary Title: The Effects of Avian Influenza Outbreaks on Consumer Purchasing Behavior  
 Influential Scientific Information

Agency: Economic Research Service  Highly Influential Scientific Assessment  
USDA

Agency Contact: Elise Golan, egolan@ers.usda.gov

Subject of Review: More than 200 million birds worldwide have died or been culled because of highly pathogenic avian influenza (H5N1) since 2003, which has resulted in severe impacts on the poultry sector in several countries. To better quantify consumer response to these types of outbreaks, we present a case study of consumers' response to bird flu announcements and media attention, using data on household poultry purchases. Our focus is on the response to bird flu news in Italy in the period surrounding the February 2006 finding of a highly pathogenic strain of bird flu in wild swans in that country.

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  Individual Reviewers

Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 07/17/07 End: 08/17/07 Completed: 05/01/08

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

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by:  Agency  Designated Outside Organization

Organization's Name:

Opportunities for Public Comment?  Yes  No

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

How:

When:

Peer Reviewers Provided with Public Comments?  Yes  No

Public Nominations Requested for Review Panel?  Yes  No

