

Peer Review Plan

Preliminary Title: Inter-temporal Choices: Estimating how Visceral Influences and Dietary Awareness Affect Food Choices

Type of Report (ERR, EIB, EB) ERR

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

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

Subject of Review: Understanding why poor diets and subsequent rising obesity rates among Americans has occurred concurrently with an increased awareness and publicity regarding the benefits of a healthy lifestyle provides an opportunity to incorporate elements of behavioral economics into consumer food choice analysis. This paper develops a consumer demand model to illustrate how both long-term health objectives and immediate visceral influences, long intervals between meals and eating away from home, can drive individuals' food choices. The model predicts that cognitive dietary information will be less influential on food choices in the face of visceral factors.

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: 10/18/07 End: 11/18/07 Completed: 05/01/2008

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



