Peer Review Plan		
Preliminary Title:	Is the Use of Food Labels Declining? Changes in Food Label Use between 1995-96 and 2005-06	
Type of Report (ERR, EIB, EB)	ERR	
	[X] Influential Scientific Information	
Agency:	Economic Research Service [] Highly Influential Scientific Assessment USDA	
Agency Contact:	Elise Golan, egolan@ers.usda.gov	
Subject of Review:	The study examined the change in label use over time by comparing population estimates of the proportion of individuals that use nutrition labels and specific label components using data from the Diet and Health Knowledge Survey (DHKS), a supplement to the 1994-1996 Continuing Survey of Food Intakes by Individuals (CSFII), as well as from the Diet Behavior and Nutrition (DBN) module of the 2005- 2006 National Health and Examination Survey (NHANES). The study used probit regressions techniques appropriate for binary outcome variables to test whether the observed changes in use remained significant once the changes in the demographic composition of the U.S. over the ten year period were accounted for.	
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 (Es	st.): Start: 02/01/08 End: 03/01/08 Completed: 05/01/08	
Number of Reviewers	: [] 3 or [X] 4 to 10 [] More than 10 fewer	
Primary Disciplines/Types of Expertise Needed for Review: Economists		
Reviewers selected by	7: [X] Agency [] Designated Outside Organization Organization's Name:	
Opportunities for Pub If yes, briefly sta How: When:	lic Comment? [] Yes [X] No ate how and when these opportunities will be provided:	
Peer Reviewers Provi	ded with Public Comments? [] Yes [X] No	
Public Nominations R	equested for Review Panel? [] Yes [X] No	
USDA		

