

Peer Review Plan

Preliminary Title: Modern Grocery Retailing: A Potential Driver of Food Demand in Developing Countries

Type of Report (ERR, EIB, EB) ERR

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

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Subject of Review: Domestic and multinational chain retailers are accounting for an expanding share of food sales in many developing countries, with potentially significant implications for food demand and trade. This report hypothesizes that two mechanisms are potentially important in explaining the growth in modern food retailing. First, modern retailers are able to meet rising demands for dietary diversity, shopping and preparation convenience, and food safety that are commonly associated with rising incomes among some groups of consumers. Second, modern food retail chains may invest in improving the efficiency of supply chains and food processing, leading to a stream of efficiency gains to be shared between producers and consumers, potentially accelerating growth in incomes and food demand.

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: 09/09/10 End: 02/04/11 Completed: 02/04/11

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



