

Peer Review Plan

Preliminary Title: Farmers' Direct Marketing of Local Food in the United States

Type of Report
(ERR, EIB, EB) ERR

Influential Scientific Information

Agency: Economic Research Service Highly Influential Scientific Assessment
USDA

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

Subject of Review: Consumers often view "local food" as commodities grown on nearby farms, often assumed to be grown using various sustainable or organic practices. While face-to-face sales, at farmers markets or road side stands, is often thought of as the primary way consumers purchase locally grown foods, farmers and consumers are using a growing number of alternative supply chains to market and purchase local foods. This report addresses a gap in the local foods research by analyzing the most recent nationally-representative data on direct marketing of local foods by U.S. farmers. Based on USDA's 2008 Agricultural Resource Management Survey, this report examines how farm operators market locally grown foods, where local food sales are concentrated, and the characteristics of farm operations using various marketing channels (i.e., face-to-face sales versus direct sales to retail and regional distribution outlets).

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: 09/29/10 End: 11/22/10 Completed: 01/13/11

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

