

Peer Review Plan

Preliminary Title: The Infant Formula Market: Consequences of a Change in the WIC Contract Brand
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: USDA's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is the major purchaser of infant formula in the United States. To reduce the cost of infant formula to WIC, Federal law requires that WIC State agencies enter into cost-containment contracts with the manufacturers of infant formula. This report examines the effect of the program on the infant formula market when the holder of the WIC contract in a State switched from one manufacturer to another. The study is based on 2004-09 Nielsen data from store-based scanner data from over 7,000 supermarkets in 30 States that experienced a switch in the manufacturer that held the WIC contract.

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: 01/04/11 End: 05/06/11 Completed: 05/06/11

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

