

## Peer Review Plan

Preliminary Title: Emerging Issues in the U.S. Organic Sector  
Type of Report (ERR, EIB, EB) EIB  
 Influential Scientific Information  
 Highly Influential Scientific Assessment

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

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Subject of Review: Consumer demand for organic products has grown rapidly over the last decade. As consumer demand for organic products has widened, organic retail sales have spread far beyond the narrow natural products market niche in urban areas and college towns into big-box stores and new regions across the country. While new producers have emerged to meet demand, mid-market participants (e.g., food processors) report that a supply squeeze has developed that is constraining firm growth and limiting growth in the overall sector. USDA's Economic Research Service and partner agencies initiated a number of new organic surveys and studies over the last few years to assess these developments. In this report, we examine recent ERS findings on the organic sector to gain a better economic understanding of the emerging issues in this rapidly growing and changing industry.

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: 01/17/08 End: 12/03/08 Completed: 01/15/09

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

