

Peer Review Plan

Preliminary Title: Promoting the Consumption of Fruits and Vegetables: The Coupon Option
Type of Report (ERR, EIB, EB) ERR
 Influential Scientific Information
 Highly Influential Scientific Assessment

Agency: Economic Research Service []
USDA

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

Subject of Review: Manufacturers use grocery coupons to promote consumption of food products, including fruits and vegetables. U.S. Department of Agriculture and other Federal agencies administer a variety of food and nutrition assistance programs to promote fruits and vegetables as well. This study uses actual household purchase data and a consumer demand model to examine coupon effects on household fruit and vegetable purchases. The data is from the Nielsen Homescan Panel, which includes household purchase information for fruits and vegetables as well as households' demographic characteristics. To estimate the dual effect of coupons on fruit and vegetable demand, we adapt the marked purchase renewal model by defining two variables that may affect purchase quantity and/or frequency. These variables are the net price paid and an indicator variable that tracks whether a coupon was used for a given purchase.

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: 11/07/08 End: 08/27/09 Completed: 08/27/09

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