

## Peer Review Plan

Preliminary Title: An Analysis of U.S. "At-home" Dairy Demand  
Type of Report (ERR, EIB, EB) ERTB  
 Influential Scientific Information  
Agency: Economic Research Service  Highly Influential Scientific Assessment  
USDA  
Agency Contact: Elise Golan, [egolan@ers.usda.gov](mailto:egolan@ers.usda.gov)

Subject of Review: Retail dairy products purchase data were compiled from Nielsen Homescan data for 2007 to examine consumption patterns among 13 categories of dairy products: bulk ice cream, ice milk/sherbet, refrigerated yogurt, frozen yogurt, drinkable yogurt, whole milk, reduced fat milk, canned milk, natural cheese, cottage cheese, butter, and margarine. The analysis also includes demographic variables specific to consumers. Demand model was specified and estimated using these data and price and expenditure relationships were obtained.

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: 05/14/10 End: 05/26/10 Completed: 05/26/10

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