Peer Review Plan

Preliminary Title: Taxing Caloric-Sweetened Beverages: What Does it Mean for Beverage Consumption, Calorie Intake, and Obesity?

Type of Report (ERR, EIB, EB): ERR

[X] Influential Scientific Information

Agency: Economic Research Service USDA

[ ] Highly Influential Scientific Assessment

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

Subject of Review: Using actual consumer purchases of beverages from Nielsen's Homescan panel, a demand system was specified to estimate how consumers respond to changes in consumption of all beverages when faced with a hypothetical 20-percent price increase of caloric-sweetened beverages (e.g., sodas, fruit drinks, and sports drinks). These estimates of price responsiveness were used to calculate how Americans reallocate their beverage purchases. Individual beverage intake, body weight, and height data from the National Health and Nutrition Examination Survey (NHANES) were utilized to estimate changes in caloric intake and body weight for each respondent, thus allowing us to examine the potential changes in overweight and obesity prevalence in the U.S. from taxing caloric-sweetened beverages.

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   [X] Individual Reviewers

[ ] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 01/21/10 End: 03/11/10 Completed: 03/11/10

Number of Reviewers: [ ] 3 or fewer   [X] 4 to 10   [ ] More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: [X] Agency   [ ] Designated Outside Organization

Organization's Name:

Opportunities for Public Comment?   [ ] Yes   [X] No
    If yes, briefly state how and when these opportunities will be provided:
    How:
    When:

Peer Reviewers Provided with Public Comments?   [ ] Yes   [X] No
Public Nominations Requested for Review Panel?   [ ] Yes   [X] No