

Peer Review Plan

Preliminary Title: How Much Do Fruits and Vegetables Cost?

Type of Report (ERR, EIB, EB) Economic Research Report

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

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

Subject of Review: The analysis uses 2008 Nielsen Homescan data to calculate the average cost of a pound (or, for juices, a pint) of 156 fresh and processed fruits and vegetables at retail stores. In order to estimate the cost to consume each food, retail quantities were further adjusted for the removal of inedible parts and cooking that occur prior to consumption. For example, one pound of store-bought fresh pineapple yields 0.51 pounds of edible pineapple. Data from the USDA National Nutrient Database for Standard Reference, Release 21 and USDA's *Food Yields Summarized by Different Stages of Preparation* were used to make these adjustments. Finally, costs to consume foods were estimated per edible cup-equivalent as defined by MyPyramid.

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: 06/17/10 End: 08/06/10 Completed: 09/02/10

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