

## Peer Review Plan

Preliminary Title: What's Driving Trends in Fluid Milk Consumption?

Type of Report (ERR, EIB, EB) EIB

Agency: Economic Research Service  Influential Scientific Information  
USDA  Highly Influential Scientific Assessment

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Subject of Review: Americans have been drinking less-and-less fluid milk. A downwards trend in consumption that started in the 1940s has not yet abated. Since 1970 alone, per capita, daily consumption of fluid milk has fallen from about 0.95 cups to about 0.63 cups. Mitigating this trend have been checkoff programs funded by dairy farmers and fluid milk processors. One well-known promotion supported by these programs features athletes and other celebrities sporting a "milk mustache." The *Dietary Guidelines for Americans, 2010* further encourages Americans to consume a sufficient quantity of dairy products including low-fat and skim milk. Schools receiving subsidies through the National School Lunch Program must also serve fluid milk. This study investigates a possible explanation for continued decreases in fluid milk consumption.

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: 03/15/12 End: 12/18/12 Completed: 12/18/12

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

