

## Peer Review Plan

Preliminary Title: Patronizing Direct-to-Consumer Outlets Stimulates Fruit and Vegetable Demand

Type of Report  
(ERR, EIB, EB,  
TB, SOR,) ERR

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

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Subject of Review: USDA seeks to develop, improve, and expand direct-to-consumer (DTC) marketing channels such as farmers markets and roadside stands. These sales outlets are important to small farmers who may be unable to satisfy the supply requirements of buyers for supermarkets and chain restaurants. DTC outlets are also a source of fresh, locally-grown food for consumers. Indeed, it is widely hoped that people who patronize DTC outlets will buy and consume more fruits and vegetables overall. Previous research demonstrates that developing DTC outlets in low-income/low-access communities can increase fruit and vegetable consumption among community residents. Still other research shows that providing participants in USDA food assistance programs with financial incentives to buy fruits and vegetables at farmers markets can be effective. However, it is unclear whether patronizing DTC outlets affects a household's demand for fruits and vegetables more generally outside of low-income/low-access communities when financial incentives are not provided and other intervention strategies are not pursued. Using the National Household Food Acquisition and Purchase Survey (FoodAPS), we model fruit and vegetable spending by U.S. households.

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Timing of Review (Est.): Start: 11/30/16 Completed: 04/26/17 Withdrawn: X/X/X

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