

## Peer Review Plan

Preliminary Title: A Look at the Accelerated Decline in U.S. Per Capital Fluid Milk Consumption: Data from 2003 through 2016

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

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

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Subject of Review: Although fluid cow's milk and other dairy products provide key nutrients like calcium, Vitamin D, magnesium, and zinc, Americans consume less of these foods than Federal dietary guidelines recommend. The situation is not improving. Indeed, U.S. per capita consumption of fluid cow's milk began falling in the 1940s and falling even faster in recent years. Using data from the 2003 through 2016 National Health and Nutrition Examination Survey (NHANES), which were collected before and after the decline began to accelerate, we disaggregate trends in how Americans used fluid cow's milk into changes over time into the amounts that individuals 1) drank as milk and in milk drinks, 2) poured into cereal, and 3) added to other types of beverages like tea and coffee. We also investigate each of these trends separately for children, teenagers, and adults.

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Timing of Review (Est.): Start: 12/01/2020 Completed: 03/22/2021 Withdrawn: XX/XX/XX

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