

Peer Review Plan

Preliminary Title: How much does it matter how sick you get?—Comparative estimates from consumers' responses to foodborne disease outbreaks

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

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

Agency Contact: Ephraim Leibtag ; eleibtag@ers.usda.gov

Subject of Review: Federal health and safety officials warned consumers about food safety risks from cantaloupes in 2011 and again in 2012. The warnings occurred under similar market conditions but were for contamination by two different foodborne microorganisms that posed entirely different health risks. This unhappy natural experiment allows us to ask, do consumers make food choices that take into account pathogens and the associated health risks? A retail demand system for melons in the U.S. is estimated to account for ordinary price- and income-induced changes in demand to warnings to address this question and related issues.

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: 02/10/15 End: 05/21/15 Completed: 05/21/15

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

