

## Peer Review Plan

Preliminary Title: Marketing Practices and Financial Performance of Local Food Producers: A Comparison of Beginning and Experienced Farmers

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

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

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Subject of Review:

Local food sales have increased in the 21st century as consumer demand has grown. Local food sales directly to consumers (DTC) (for example, through farmers markets, on-farm stores, pick-your-own) may assist entering and beginning farmers—who generally have lower rates of business survival than more established farms—by helping them to remain in farming. Marketing channels for local foods have extended beyond DTC channels to include grocery stores, restaurants, schools, wholesalers, and food hubs that may also provide opportunities for small and beginning farmers. This report, based on a national survey of local food producers, evaluates the characteristics, marketing practices, and financial performance of entering, beginning, and experienced farmers.

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Timing of Review (Est.): Start: 9/17/2019 Completed: 12/16/2020 Withdrawn: XX/XX/19

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