Reviewer's report

Title: The feasibility and utility of grocery receipt analyses for dietary assessment

Version: 1  Date: 22 February 2006

Reviewer: angela hitch

Reviewer's report:

General
I am glad this paper was written. It is timely in its submission with ever increased focus on the obesity epidemic and necessity to think more broadly about eating habits and how to best measure. I like the broad focus on development of population based methods that can be used in in a more global sense.

Major Compulsory Revisions (that the author must respond to before a decision on publication can be reached)

None

Minor Essential Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

Page 5, line one-change led to lead

I'd leave out speculative data in the results section namely, age and race, since data was not actually collected and just state that is was not collected. I'd just expand the section earlier in the manuscript (Methods section starting on page 5) to include information on age and race to further characterize the area of Kentucky in which the data was collected).

Discretionary Revisions (which the author can choose to ignore)

Since the sum of the three groupings of foods that were the focus of this manuscript only total roughly 46%, I can't help but wonder about the other food items that may have been included on the receipts that may be of particular interest. The first thing that comes to mind is fruit and vegetable intake, as this could provide a rough estimate of fiber intake.

Also, in relation to the grouping of fat, oils and sweets: given the release of the new food guide pyramid, we see a separation between oils and discretionary calories allowing for separation of these two categories of foods. Would be interesting to provide information regarding types of oils purchased (even if only in descriptive format-monounsaturated, polyunsaturated) compared to solid fats purchased (margarine, butter, lard). Does this population purchase more saturated fat sources of added fats?

What next?: Accept after discretionary revisions

Level of interest: An article of importance in its field

Quality of written English: Acceptable
**Statistical review**: No, the manuscript does not need to be seen by a statistician.