



EL DORADO PAPER BAG MFG. COMPANY, INC.

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June 13, 2011

Jon Leibowitz, Chairman
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Interagency Working Group on Food Marketed to Children

Dear Mr. Leibowitz:

I would like to share my concerns with you about a new federal proposal to ban advertising of most foods to anyone under the age of 18. As a supplier of packaging to the packaged food industry, we are very concerned the economic implications of this proposal will have on our business.

Since 1963, El Dorado Paper Bag Manufacturing Company has been manufacturing packaging and printed roll stock for industries such as sugar, flour, corn meal, cat litter, salt, rice plus other consumer and commercial foods. El Dorado Paper Bag has strong and growing relationships with the world's leading companies in markets throughout the United States. We are very proud of our partnership with the food industry, particularly when we see our products lining the shelves at the grocery store.

I understand that the proposal was drafted at the request of Congress as a part of a broader effort to fight childhood obesity. I do not believe that this is the right approach, and am very concerned that it may result in serious economic harm to the food manufacturing sector and companies like El Dorado Paper Bags.

This proposal would force food manufacturers to either stop advertising food products the FDA itself classifies as "healthy" and has authorized to use health claims in their advertising. The result of eliminating advertising of food products will be to decrease sales by food manufactures which could lead to a loss of business and jobs. These adverse economic consequences will ripple through the food industry, including to those who supply the industry and distribute its products.

As you know, the economic recovery has not been as robust as anyone would have hoped, and a proposal that adversely affects jobs without fostering the public interest is truly detrimental to the economic recovery.

I respectfully request that your agency withdraw this proposal.

On behalf of El Dorado Paper Bag Manufacturing Company, thank you for your consideration.

Sincerely,

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Louis T. Hall
President, El Dorado Paper Bag Mfg. Co., Inc.