

Agency Response to the Proposed Federal Ban on Food Advertising

Curb Crowser, Inc.

June 16, 2011

The United States of America is based on freedom and capitalism. This is a place where businesses create jobs and produce products for thousands of people and families. And those businesses need to be profitable in order to maintain the standard so many have come to expect.

As a business that supports marketing food and beverage products, Curb Crowser is not supportive of the new proposed Federal Ban on Food Advertising.

Why?

Our clients don't market to children. We market to the shoppers, the moms/dads, gatekeepers. The parents' food and lifestyle choices are creating obesity in this country, not the equitable advertising. It should be the parent's/gatekeeper's choice what to feed their children, not the government's choice. Keep our government out of our personal lives!

The healthy options in a grocery store are endless. Powerful, equitable characters such as Mickey Mouse, promote fresh veggies on package. How is that wrong? What about Winnie the Pooh honey? It's an all-natural sweetener vs manufactured sugar.

The food and beverage manufacturers have been proactive over the last decade to improve the healthy food offerings.

Food and beverage companies have developed and introduced to the marketplace more than 20,000 healthier product choices between 2002 and 2009, according to the 2010 survey analyzed by the Georgetown Economic Services. In addition to enhancing the positive nutrition profile (e.g. whole grain, fiber and calcium) of many of their products, the survey found that food and beverage companies collectively have:

- Eliminated or reduced trans fat in over 10,000 product choices
- Eliminated or reduced saturated fat in over 6,600 product choices
- Reduced sugar/carbohydrates in over 3,700 product choices
- Reduced the calorie content of over 3,500 product choices
- Reduced sodium in over 3,000 product choices

Parents and gatekeepers need to be educated on nutrition and making healthy lifestyle choices. Can the government create an incentive to be healthy?

To summarize, Curb Crowser strongly believes this proposed ban would hurt our country economically and morally.