

Dear Chairman Leibowitz,

I am writing to express my opposition to the Preliminary Proposed Nutrition Principles to Food Marketed to Children by the Interagency Working Group (IWG), and strongly urge the withdrawal of these marketing restrictions.

The 2009 Omnibus Appropriations Act directed the FTC, USDA, FDA, and CDC to complete a study and provide recommendations to Congress. Instead, the IWG has proposed marketing restrictions of many healthy foods, including most soups, cereals, breads, and cheese. The IWG's standards are more restrictive than the standards for foods sold under the school lunch program, the WIC program, and contradict the Administration's own food recommendations to Americans.

The IWG should withdraw its proposed food marketing restrictions.

In addition to the above form letter I would like to add that ultimately the government can never regulate away obesity. Obesity is an epidemic caused by lack of physical activity (stemming from technology) and can be closely correlated to socio-economic and demographic realities. I think encouraging the Let's Move campaign and recess at schools, removing self-serving farm subsidies and replacing them with good ones that actually promote nutrition, and educating people to make smart choices will make the difference.

Sincerely,

Chad H. Obenauf
Kellogg Company

Yes, it is hard for a man to understand something when his salary depends on him not understanding, but this man doesn't yet get paid enough to lose his objectivity.