



July 13, 2011

Federal Trade Commission
Jon Leibowitz, Chairman

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.

These marketing restrictions represent an alarming regulatory overreach on the part of the IWG. 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. Worse still, the IWG's standards are more restrictive than the standards for foods sold under the school lunch program, the WIC program, and even contradict the Administration's own food recommendations to Americans.

The IWG should withdraw its proposed food marketing restrictions and should instead complete a study and report to Congress, as Congress originally intended in the 2009 legislation. In particular, the IWG should base their study and report on peer-reviewed science and a careful consideration of benefits and costs.

Sincerely,

David N. Geise
President and CE.O.

DNG/smb