

July 14, 2011

Federal Trade Commission
Office of the Secretary
Room H-113 (Annex W)
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Interagency Working Group on Food Marketed to Children: Proposed Nutrition Principles, General Comments, and Proposed Marketing Definitions: FTC Project No. P094513.

Dear Chairman Leibowitz,

The Schwan Food Company welcomes the opportunity to submit comments to the Interagency Working Group (IWG); representatives of the Food and Drug Administration (FDA), United States Department of Agriculture (USDA), Federal Trade Commission (FTC) and Centers for Disease Control and Prevention (CDC), regarding the proposed nutrition principles for foods marketed to children ages 2-17.

The Schwan Food Company is one of the largest branded frozen food companies in the world. The company employs more than 17,000 people in the processing, manufacturing, transportation, distribution and sales of frozen foods both nationally and internationally. The mission of the Schwan Food Company is: to enrich the quality of lives through our food solutions. This mission encompasses a commitment to the health and well-being of our consumers, our customers and our employees.

The Schwan Food Company supports healthy eating initiatives which include the goal of improving nutrition options which help consumers maintain a healthy body weight. For more than a decade, the company has introduced healthful products that meet nutrition recommendations to moderate saturated fat and sodium and increase whole grains. This year the company will launch a LiveSmart™ portfolio of products designed to meet the nutrition standards of the *Healthier US School Challenge*. Fostering a healthful lifestyle and promoting habits and actions that enable children and adolescents to select a balanced, varied diet is everyone's responsibility. As role models for children, Schwan believes that parents, care givers and educators are in a unique position to impart the knowledge and skills necessary for children and adolescents to make good food choices. Schwan has concerns regarding the proposed nutrition principles and marketing definitions for foods marketed to children and adolescents. The nutrition principles, as proposed by the IWG, are neither consistent with existing federal food and nutrition programs and guidance, nor do they reflect evidence-based science necessary to validate that such standards would have any significant effect on promoting healthy body weight or preventing obesity among children ages 2 – 17 years.

The IWG's principles are not consistent with the Dietary Guidelines because they apply to children of all ages, whereas the Dietary Guidelines set specific recommendations for sub-populations (ages 1–3, 4–8, 9–13, and 14–18 years). The proposed sodium restrictions do not comport with the Guidelines because

they establish a single, restrictive limit on sodium consumption for all age groups, which has no scientific support. The Dietary Guidelines, in contrast, set different sodium recommendations by age group.

The Dietary Guidelines focus on the overall composition of the diet, with less consideration given to the individual foods that may be consumed. The Dietary Guidelines recommendations encompass two overarching concepts, (1) maintenance of caloric balance over time to achieve and sustain a healthy weight, and (2) consumption of nutrient-dense foods and beverages. By focusing on specific foods and imposing detailed nutrient requirements, the IWG's proposed principles do not consider the diet holistically as recommended by the Dietary Guidelines.

Schwan recommends that the proposed principles be withdrawn. IWG's proposed principles fail to align with other important components of federal nutrition policy, including the National School Lunch program. Considered as a whole, the IWG's proposed principles are inconsistent with established federal nutrition policy and would prevent the marketing of foods to children and adolescents that have long been recognized as nutritious and healthy. It is essential for the government to establish consistent federal nutrition standards because conflicting federal guidance will cause confusion among the food industry and consumers.

The IWG proposed nutrient standards place undue emphasis on restricting the consumption of certain foods and nutrients rather than building a healthful diet and lifestyle. This focus insinuates a "good food" vs. "bad food" argument that is not science-based. To ban the marketing of individual foods that exceed an arbitrary set of parameters, without regard for the total diet, is neither logical nor scientifically defensible. The American Dietetic Association (ADA) position is that "the total diet or overall pattern of food eaten is the most important focus of a healthful eating style. All foods can fit within this pattern, if consumed in moderation with appropriate portion size and combined with regular physical activity. The ADA strives to communicate healthful eating messages to the public that emphasize a balance of foods, rather than any one food or meal". To that end, Schwan recommends withdrawing the proposed food marketing restrictions.

Respectfully submitted,

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