



RUDD CENTER

**FOR FOOD POLICY
& OBESITY**



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June 23, 2010

Jon Leibowitz, Chairman
Federal Trade Commission
600 Pennsylvania Avenue N.W.
Washington, DC 20580

RE: Food Industry Marketing to Children Report: Paperwork Comment: Project No. P094511

Dear Chairman Leibowitz and Commissioners,

We are writing to express our strong support for the collection of 2008 marketing activities and expenditures information from food and beverage companies engaged in marketing to children and adolescents. The information reported in the FTC 2008 Report entitled, *Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities and Self-Regulation*, has been invaluable to the scientific and public health community. As the majority of the information presented has not been publicly available before and cannot be identified through traditional research methods, the report has been widely used to support public health initiatives and guide research plans. The updated 2008 data, together with the new data on product nutrition and research on the psychological effects of food advertising, will provide critical new information about the real impact of the Children's Food and Beverage Initiative, as well as the full scope and impact of food marketing targeted to young people.

Thank you for the opportunity to submit these comments and for providing this important service.

Sincerely,

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Director of Marketing Initiatives

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