



Visions

June 9, 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: FTC Project No. P094513

To Whom It May Concern:

I write on behalf of Visions Print Communications to express our serious concerns about the economic fallout the proposed ban on child advertising would have on business partners to the food industry. As a company that works closely with food marketers, Visions Print is aware of the responsible self-regulation already occurring in the food industry to promote healthy eating for all ages, including for kids. We are proud to be associated with those efforts and see the proposed "voluntary" standards proposed by the IWG as an unnecessary and unwarranted intrusion by the Federal government and one that could have a devastating impact on our business.

Leading food companies currently play a critically important role in promoting public health. They do so by applying sound, scientific-based standards to determine what products should, and should not, be advertised to children. If the proposed advertising restrictions were adopted, food companies would be denied the opportunity to promote many foods that have been otherwise defined as "healthy" by the federal government. Simply put, the proposal would perversely run counter to its stated goal and actually hinder, rather than promote, good public health. This is not a public policy that should be allowed to move forward.

Respectfully,

Jim Fretham
Jim.fretham@visionsfirst.com

8801 Wyoming Avenue North
Brooklyn Park, Minnesota 55445-1833
P 763-425-4251
F 763-425-4616
www.visionsfirst.com

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