



DRIVERS

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

Dear Sir:

I own and operate a small business, The Drivers, and count on the food industry for much of my business. I read with amazement the recent proposal from four Federal agencies to essentially ban all advertising of food to kids, including advertisements of foods that are universally recognized as healthy. I am aware of no evidence that would suggest that this move would be a good idea, but I do know that it will have a significant and unwarranted economic impact. I am writing to express this concern.

It had always been my understanding that the Federal Trade Commission's mission was to promote competition in the marketplace. It would seem that central to that mission would be an understanding of the benefits of advertising. If companies cannot advertise their products, they cannot afford to invest in product improvements and deliver innovative products. Many of the products subject to the advertising ban being proposed here are healthful foods that provide important nutrients to American children. If anything, the advertising of these products should be affirmatively encouraged. If people are unaware of the existence of these products – like cereals, soups, and other products that provide meaningful health benefits – these products will disappear from the marketplace, as will the public health benefits they deliver. It is hard to see why this is a desirable result.

Best,
Tricia Pupel

VP, Owner
DRIVERS