

CHAIRMAN OF THE BOARD

JEFFREY L. HOLLISTER

President,
Vanguard Paints and Finishes, Inc.

PRESIDENT

ERIC L. BURKLAND



June 15, 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:

On behalf the Ohio Manufacturers' Association (OMA), I am writing to express concern with proposed advertising restrictions on food products developed by your office in conjunction with other federal agencies.

The food manufacturing sector is one of Ohio's largest, employing more than 50,000 Ohioans and producing billions of dollars in shipments each year. Restrictions that are not grounded in science unnecessarily burden employers and have a negative effect on their competitiveness and continued ability to provide jobs.

The OMA has a long history of supporting environmental and health regulations that are based on sound scientific data. In this matter, studies show that the obesity rate in the U.S. increased while food advertising has decreased. As such, the OMA does not agree with the conclusion that advertising restrictions will have meaningful impact on the health issues facing our nation. These restrictions are not based on science and contradict existing nutritional guidelines provided by other federal agencies.

The OMA is concerned that this proposal will affect thousands of jobs in Ohio and across the country by unnecessarily inserting government between the marketplace and the consumer. Unnecessary restrictions that impede employers' ability to remain competitive are unproductive at any time, and especially now as Ohio and the nation are still reeling from a prolonged economic slump.

The OMA respectfully asks that you withdraw this proposal.

Regards,

Eric Burkland
President