

POTANDON PRODUCE L.L.C.



1210 Pier View Dr.
Idaho Falls, ID 83402
Phone: 208-524-1900
Fax: 208-524-2420



June 16, 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:

Potandon Produce L.L.C. submits these comments to voice its concerns about the Interagency Working Group's proposed restrictions on advertising food to children and adolescents and the nutrition standards that form the basis of them. These standards, which would prohibit marketing around the vast majority of the most commonly consumed food products in America, are troubling because they represent a dramatic dietary shift that could have unintended negative consequences on the agricultural community.

As a grower, we would be interested in seeing an in-depth assessment of the impact that this proposed change in the way Americans would be able to make food choices would have on agriculture, as well as on the economy and on jobs. Has any thought been given to the cost of the overall dietary shift that is being proposed here? It appears that, if the Interagency Working Group has its way, we would be eating products that are in limited supply (or even absent) from our domestic food supply today. Indeed, very few commonly eaten foods in today's American diet meet these agencies' incredibly onerous standards.

Before embarking on this experiment, and leaving a trail of economic damage, the impact on agriculture (and thus American families) must be more seriously considered. We oppose the Interagency Working Group's proposal.

Sincerely,

Steven P. Ottum
Chief Operating Officer
Potandon Produce L.L.C.