

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 of Cellfire, I am submitting this comment in opposition to the proposal by the FTC and other Federal agencies to ban most food advertising to minors. I view the proposed advertising ban as an unfounded attack on the food industry and businesses like Cellfire, that are associated with the food industry.

Noticeably absent from the proposed “guidelines” was an assessment of its economic impact. As a supplier to the food industry, I can assure you that there will be very real economic impacts – food companies cannot simply abandon large parts of their business without impacts on jobs within their own organizations, and the businesses that support them. And this will create a ripple effect throughout local communities and through the economy as a whole.

Also absent was an assessment of the precise scientific bases for why each of the foods subject to the proposed advertising ban deserved to be “banned” in this manner. Indeed, given the healthful nature of many of these banned foods, the failure to include such an assessment is not surprising.

In an Executive Order dated January 18, 2011, President Obama mandated that federal agencies must regulate in a manner that preserves and promotes “economic growth, innovation, competitiveness, and job creation” and that regulations “must be based on the best available science.” It is difficult to see how the proposed regulations satisfy these mandates.