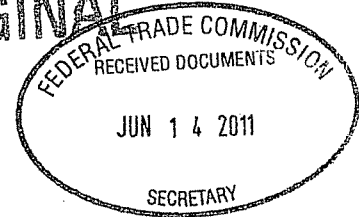




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June 9, 2011

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:

On behalf of the Illinois Manufacturers' Association and our thousands of member companies across the state, I am writing to express our deep concern over the proposed advertising restrictions developed by your office in conjunction with other federal agencies. We dispute the idea that these restrictions will improve the health of our citizens. Also, we are concerned about the impact of this proposal on tens of thousands of food manufacturing jobs in Illinois.

Clearly, the Illinois Manufacturers' Association is a strong proponent of initiatives to improve the health and wellness of our members and citizens. The IMA regularly publishes a *Wellness Memo* sent to our member companies and is partnering with the Illinois Department of Public Health on a wellness program called Manufacturing Miles that tracks and incents companies who encourage employees to walk, bike and engage in healthy activities.

However, we strongly disagree with any conclusion that advertising restrictions will have any meaningful impact on the health issues facing our nation. In fact, studies show that the obesity rate in the U.S. increased while food advertising has decreased. These restrictions are not based on science and contradict existing nutritional guidelines provided by other federal agencies.

Our greater concern is that this proposal will negatively impact thousands of jobs across the country by inserting government between the marketplace and the consumer with potentially disastrous consequences. Illinois is home to many industries and companies that will be impacted by this proposal. We do not need to further hinder economic growth and employment with unnecessary restrictions.

We ask that you to withdraw this proposal.

Sincerely,

Mark Denzler
Vice President & Chief Operating Office