

In response to the proposed voluntary principles for marketing food to children, the Commission received well over 9,519 identical comments, and a representative copy of those comments is found below.

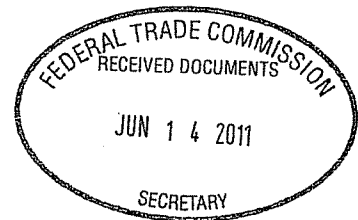


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U.S. DEPARTMENT OF JUSTICE
FEDERAL TRADE COMMISSION

ORIGINAL

Federal Trade Commission
Office of the Secretary
Room H-113 (Annex W)
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580.



RE:
Interagency Working Group on Food Marketed to Children
Proposed Nutrition Principles: FTC Project No. P094513

June 13, 2011

To Whom It May Concern:

We are submitting three boxes for a total of 9,519 comments from Food & Water Watch supporters regarding the Proposed Nutrition Principles: FTC Project No. P094513.

Thank you for the opportunity to provide public comments on this issue.

Sincerely,

Patty Lovera
Director, Food Program

PL:mb

Interagency Working Group on Food Marketing to Children
FTC, FDA, and USDA

To the Interagency Working Group on Food Marketed to Children: Proposed Nutrition Principles: FTC Project No. P094513

Corporations spend billions of dollars every year to market mostly unhealthy food to children, and marketing to children has expanded beyond television commercials to include websites, social media and "advergaming," all designed to increase kid's consumption of unhealthy products such as sugared cereals, soda, and fast food.

One in three American children are overweight or obese, and food advertising directed at children undermines efforts to encourage healthy eating at home and distorts children's perceptions of a healthy diet. It's time to limit junk food advertising aimed at children.

The Preliminary Proposed Nutrition Principles are a good first step toward creating a universal, government standard for food marketing to youth, but we urge the Federal Trade Commission and Congress to make these standards mandatory, not voluntary, for all food marketed to children and adolescents.

We urge the Working Group to:

- Apply the nutrition standards to all foods marketed to children, not just the top categories of foods marketed to children.
- Not to weaken the standards with exceptions for particular products that may never be reformulated to meet a reasonable standard for healthy food.
- Define marketing targeted to children and adolescents broadly to include traditional forms of advertising such as television and print media, in-school marketing, and all forms of online marketing as already established in the FTC's 2006 study Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation.

Please stop the poisoning of our children. My family is healthy we eat organic local food and drink filtered tap water.

We need food for HEALTH not profit. Be responsible, feed our children like you would feed your children who you love.

Thank you for your consideration.

Sincerely,