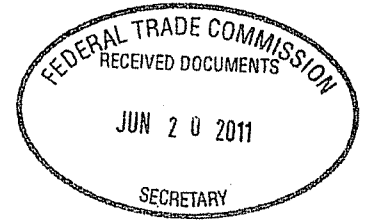




**MISSOURI CHAMBER**  
OF COMMERCE AND INDUSTRY

**ORIGINAL**



June 14, 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:

Please accept this letter on behalf of the Missouri Chamber of Commerce and Industry, the largest business association in Missouri. The purpose of this letter is to express our grave concern regarding the proposed advertising restrictions developed by your office in conjunction with other federal agencies. The proposed regulations are marketing restrictions that will impede the ability of a company to market its products.

Unfortunately, the proposed marketing restrictions will not improve the health of our citizens and will force unnecessary and costly regulation upon our food-producing companies in Missouri and other states. Unnecessary government regulation can and will cause uncertainty in companies and, create employment stagnation at the very time when our economy is on the brink of recovery.

Missouri is home to some of the largest producers and makers of food products in the world. We are proud of our companies and the people who work hard to produce affordable, wholesome and nutritious food for our nation. We agree that parents need to carefully plan healthy and balanced meal choices for their children. 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 even while food advertising decreased.

Food consumption is a personal choice, and what parents provide their children at home is outside the responsibility of government, despite the frustration expressed by bureaucrats and politicians about the state of health for our citizenry. Simply put, there is no substitute for exercise, balanced diets and self-control – all of which are outside the natural realm of government control.

Moreover, the proposed restrictions are not based on science and contradict existing nutritional guidelines provided by other federal agencies. The proposed regulations constitute a blind experiment with the potential to negatively impact our food producers and makers in Missouri and the thousands of people employed by the food industry. Government should focus on ensuring marketing is truthful, but not intrude into the marketplace between a company and a consumer regarding a particular message or tone and to whom that message may be directed.

Please withdraw the proposal to regulate marketing and let our Missouri companies focus on what they do best – feed our nation.

Sincerely,

Daniel P. Mehan  
President/CEO