

In response to the proposed voluntary principles for marketing food to children, the Commission received well over 186 identical comments, and a representative copy of those comments is found below.

Dear Chairman Leibowitz,

I am writing to express my opposition to the Preliminary Proposed Nutrition Principles to Food Marketed to Children by the Interagency Working Group (IWG), and strongly urge the withdrawal of these marketing restrictions.

These marketing restrictions represent an alarming regulatory overreach on the part of the IWG. The 2009 Omnibus Appropriations Act directed the FTC, USDA, FDA, and CDC to complete a study and provide recommendations to Congress.

Instead, the IWG has proposed marketing restrictions of many healthy foods, including most soups, cereals, breads, and cheese. Worse still, the IWG's standards are more restrictive than the standards for foods sold under the school lunch program, the WIC program, and even contradict the Administration's own food recommendations to Americans.

The IWG should withdraw its proposed food marketing restrictions.

Sincerely,

Ben Gibbons