



# Michigan Milk Producers Association

41310 Bridge Street • P.O. Box 8002 • Novi, MI 48376-8002

Phone: (248) 474-6672 Fax: (248) 474-0924

July 14, 2011

**Donald S. Clark**

**Secretary**

Federal Trade Commission

Room H-113 (Annex W)

600 Pennsylvania Avenue, NW

Washington, DC 20580

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

Dear Mr. Clark:

Michigan Milk Producers Association (MMPA) appreciates the opportunity to express our support of the comments submitted by the National Milk Producers Federation (NMPF) regarding the Interagency Working Group's proposed nutrition principles to guide the food industry's marketing to children.

MMPA is a milk marketing cooperative owned and controlled by nearly 2,200 dairy farmer members in Michigan, Indiana, Ohio and Wisconsin and is the 11th largest dairy cooperative in the United States based on milk volume. The dairy industry in Michigan is the largest single commodity of our state's second leading economic industry.

We are concerned that the Working Group's proposed principles for food and beverages marketed to children exclude many dairy foods that make significant nutritional contributions to the diets of children and young adults. Our organization strongly supports the comments submitted by NMPF as they clearly outline how the proposed provisions could adversely effect the diets of children and adolescents.

NMPF's comments provide a number of recommendations on how the principles can be modified to better serve the interests and well-being of children without the potential negative impact on the consumption of popular and nutritious dairy products.

We appreciate the opportunity to submit these comments and urge the Interagency Working Group to fully consider the views presented by NMPF before the nutrition principles are finalized.

Sincerely,

  
Clay Galarneau  
General Manager