



Mexico City, July 14, 2011

JON LEIBOWITZ  
CHAIRMAN  
FEDERAL TRADE COMMISSION

Dear Chairman Leibowitz,

On behalf of the Mexican Council of Consumer Goods Manufacturers (ConMexico), this letter is aimed at expressing our opposition to the Preliminary Proposed Nutrition Principles to Guide Industry Self-Regulatory Efforts (project No. P094513) by the Interagency Working Group on Food Marketed to Children (IWG), and strongly urge the withdrawal of these marketing restrictions.

This document represents 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.

In our view, the IWG should withdraw its proposed food marketing restrictions.

Sincerely,



Erika Quevedo  
Regulatory Affairs Manager

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