



Alabama Grocers Association

300 VESTAVIA PARKWAY, SUITE 3500
BIRMINGHAM, ALABAMA 35216
(205) 823-5498 * FAX (205) 823-5146
E-MAIL: ETAYLOR@ALABAMAGROCERS.ORG
WWW.ALABAMAGROCERS.ORG

Jim Dunn
SuperValu
Chairman

Ellie Smotherman Taylor
President

Harold Garrett
Gateway Foods
Vice Chairman

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



To Whom It May Concern,

I am writing to voice my concern regarding the proposed voluntary guidelines for advertising and marketing within the food industry. As the head of the Alabama Grocers Association whose members are directly tied to the advertising and marketing discussed by the Interagency Working Group, these stringent rules would effectively tie our members' hands in reaching out to consumers.

While I whole heartedly support ideas to improve the health and well-being of consumers, I do not believe these "voluntary guidelines" will have any meaningful impact on the health of the public. In fact, many of the foods most affected by these stringent guidelines are lower-calorie, nutrient-dense foods that the government elsewhere has encouraged people to eat. This proposal will have a negative impact on the economy and jobs in the retail, food, advertising and media industries.

Furthermore, these restrictions are arbitrary and not based on science, contradict nutrition guidance provided by other federal agencies and ignore the research of your own agency – the FTC Bureau of Economic Research – that shows that while obesity rates were going up in this country, food advertising was going down.

As a state association representing over 1,000 retail grocery outlets, I request that the federal government further review the impact these broad guidelines would have on a critical sector of our economy; not only grocery retailers and wholesalers but industries that work to package, distribute and work to gain the attention of consumers.

Again, thank you for your consideration and I strongly urge you to withdraw this proposal.

Best Regards,

Ellie Smotherman Taylor
President

2011 Convention Committee

Mr. Harold Garrett, Chairman
Gateway Foods
Double Springs, Alabama

Mr. James Cochran
Buffalo Rock Company
Birmingham, Alabama

Mr. Johnny Collins
Barber's Dairy
Birmingham, Alabama

Mr. John Davis
A&R Supermarkets
Calera, Alabama

Mr. Robert Gamble
Bunzl USA
Florence, Alabama

Mr. Tom Heath
Mayfield Dairy Farms
Birmingham, Alabama

Mr. Keith Lusk
Golden Flake Snack Foods
Birmingham, Alabama

Mr. Jay Mitchell
Mitchell Grocery Corporation
Albertville, Alabama

Mr. Bo Taylor
Birmingham Coca-Cola
Birmingham, Alabama

EatAtHomeAlabama.com