

July 14, 2011

Chairman Jon Leibowitz
Commissioner Julie Brill
Commissioner William Kovacic
Commissioner Edith Ramirez
Commissioner J. Thomas Rosch
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Alternatives to Voluntary Guidelines to Prevent Obesity

Dear Chairman Leibowitz and Commissioners Brill, Kovacic, Ramirez and Rosch,

Over the last two and a half years, we appreciated the meetings with the Chairman and some of the commissioners on issues of concern to the Black, Latino and Asian American communities.

Due to the industry's strong opposition to your voluntary guidelines to combat obesity, our three organizations, the Black Economic Council, the Latino Business Chamber of Greater LA and the National Asian American Coalition, have filed comments offering some potentially effective alternatives consistent with your voluntary guidelines. Our alternatives include: (a) wide spread public hearings that will gather support for your position; (b) your bringing together the leadership from the Top 50 foundations concerned about healthcare and obesity to develop along with CBOs and this Commission, an alternative approach.

We also point out in our comments that the vulnerability of children from new immigrant families where the parents do not speak English is far greater than the vulnerability of the children of Harvard professors. Therefore far greater educational responsibility should be assumed by corporates advertisers. This includes the equivalent of financial literacy programs promoted by financial regulators and could be referred to as "food literacy" programs that involve proper food consumption, regular exercise, etc.

We hope these comments will be helpful and look forward to your holding many public hearings in the United States on this subject.

Chairman

President and CEO
National Asian American Coalition

Chairman
Latino Business Chamber of Greater LA