



SEP 27 2011

The Honorable Fred Upton
U.S. House of Representatives
2183 Rayburn House Office Building
Washington, D.C. 20515-2206

Dear Congressman Upton:

Thank you for your recent letter regarding the Preliminary Proposed Nutrition Principles to Guide Industry Self-Regulatory Efforts, developed by the Interagency Working Group (IWG) on Food Marketed to Children. We share your concern about reducing childhood obesity, which has tripled in a generation and is a significant driver of increased future health care costs.

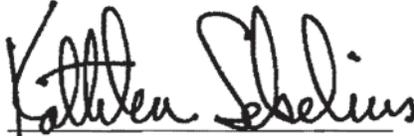
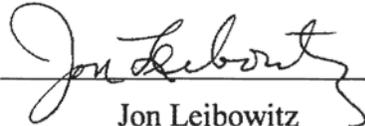
As you may know, the IWG was formed at the direction of Congress, as a result of a bipartisan effort led by former Senator Sam Brownback and Senator Tom Harkin. Specifically, the 2009 Omnibus Appropriations Act directed the Centers for Disease Control and Prevention, the Federal Trade Commission, the Food and Drug Administration, and the Department of Agriculture to develop voluntary, non-regulatory recommendations for standards for food marketing that targets children 17 years old and younger.

On April 28, 2011, the IWG issued a draft proposal for public comment. In developing this preliminary proposal, the IWG conducted a thorough review of nutrition science and policy, food marketing activities to children, and various industry and government models for the nutritional quality of foods marketed to children. The public comment period closed on July 14, 2011, with more than 29,000 comments submitted from industry members, health experts, and parents, among others. The IWG is carefully considering these comments and anticipates making significant changes to both the marketing and nutrition principles as it develops final recommendations as required by Congress.

Parallel to the IWG's efforts, on July 14, 2011, the Children's Food and Beverage Advertising Initiative, a program of the Council of Better Business Bureaus, released a plan to implement uniform nutrition criteria for child-directed advertising by the end of 2013. This industry-led voluntary effort complements the goals of the IWG, and we intend to take this significant development into account, as well as the other stakeholder comments, when developing our final recommendations.

Thank you for your support of our efforts. The IWG member agencies are committed to advancing our shared goal of reducing childhood obesity as we work to complete our final report.

Sincerely,

		
Thomas J. Vilsack Secretary, Department of Agriculture	Kathleen Sebelius Secretary, Department of Health and Human Services	Jon Leibowitz Chairman, Federal Trade Commission