

December 8, 2000

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Dockets Management Branch
FDA
5630 Fishers Lane, Room 1061
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RE: Docket #94P-0036

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Dear Susan Thompson,

Susan, it was good talking to you this past month. I hope your father is feeling better. Thanks for your continued efforts in attempting to create food labels which inform the consumer about the ingredients in our foods. As I promised you, I am enclosing a copy of "FOOD ADDITIVES" produced by The Center for Science in the Public Interest which identifies some additives as safe (green), advises consuming some in moderation (yellow), and recommends avoiding others (red). I also enclosed a copy of my February 24, 2000 letter for you.

I still like the idea of color coding the ingredients. Green is good, yellow is caution, and red is danger. Healthy ingredients could be labeled green, borderline ingredients could be labeled yellow, and unhealthy ingredients (as determined by a list produced by the FDA or independent board of scientists/nutritionists, i.e. The Center for Science in the Public Interest) could be labeled red. Consumers could, without having to carefully scrutinize each and every one of the ingredients, quickly determine whether or not a food product was healthy for them based on the amount of green, yellow, or red colored words in the ingredients label. It would be easy to avoid a product which had lots of red in the ingredient label.

Susan, your last phone message to me indicated that the "color coding" issue was beyond the scope of the FDA's most recent project. I respectfully disagree. Unless the FDA produces an easy to read, easy to interpret, easy to understand label which everyone can use, the interests of the public will not be adequately addressed. Color coding is a universal type of language which we all understand. For example, we see traffic lights everyday with the green, yellow, and red colored lights. We instantly, intuitively understand what each color represents. Not all of us can be nutrition experts, but we can all understand what a simple, unambiguous, color coding system means. Lots of green ink on the ingredients label is GOOD. Lots of red ink on the ingredients label is BAD. Food companies currently do not have any incentive to "go above and beyond the call of duty" to ensure our foods have only healthy ingredients and no unhealthy ingredients. A color coding system would make unhealthy ingredients so obvious to the consumer, that food companies would be pressured into paying more attention to the quality and healthiness of the

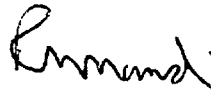
94P-0036

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ingredients included on the food label. The result would be pressure for food companies to eliminate the RED ingredients, minimize the YELLOW ingredients, and maximize the GREEN ingredients. Each and every food company I spoke to said that they were in complete compliance with the FDA concerning food ingredients, and they felt no obligation to produce foods that are healthy merely because it is the ethically and morally right thing to do. As much as I dislike government intrusion into our lives, I believe that it is necessary for the FDA to exhibit strong leadership by influencing the food companies to do what is healthy when it comes to producing the foods we eat. The color coding system is an essential ingredient in allowing the public to make quick informed decisions about the foods we select from the grocery shelves to take home to feed to our families.

Thank you for considering this issue. I believe it is an important one.

Very respectfully,



R. M. Manski