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November 10, 2001
N. Richland Hills, Tx.

U.S.D.A.
Washington D.C.

01-018P
01-018P-2
Leroy R. Harskjold

To whom it concerns:

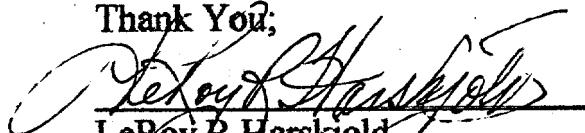
I wish to inject my opinion about the possible dropping of the "Rules of Identity" as pertains to Pizza. The Food industry has **ONLY** one motive to remove these rules and that is the bottom line. Their intent is to substitute a portion of the meat with Soy and bean curd and still sell it as meat Pizza.

You can and should drop the requirements for what constitutes a Pizza but make it required that any Pizza with less than 10 percent meat **NOT** be labeled as a meat product. Allow **NO** use of the word meat in any context if meat is less than the ten percent. In the ingredients make them list it as Beef, Chicken, etc., if there is less than the 10 percent.

The Food Industry has learned that consumers will Continue to purchase a product that **LOOKS** the same, even if it is smaller, has different contents, and costs a little more. Canned pet food is a perfect example, as are weiners. Coffee, Tuna and sugar still look like they did, yet weigh far less. (20 to 30% less than original.)

If you allow them to drop the meat content and still call the product by the meat names (Hamburger, Canadian Bacon, etc.) they will within a short time be selling Pepperoni Pizza that is spiced to taste the same but will have little or no Pepperoni in it. "FAT FREE" is a great selling tool and coupled with no requirements to use meat (2% or less is the same as no meat) there **will** be no frozen Pizza with more than 2% within a year or two.... They still will be advertising it as "Pepperoni, Canadian Bacon, etc."

Thank You;


Leroy R. Harskjold

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