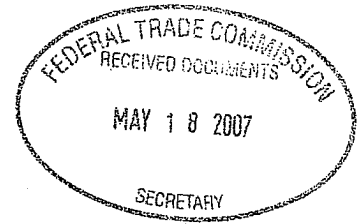


15 May 2007

Office of the Secretary
Federal Trade Commission
Room H-135 (Annex J)
600 Pennsylvania Ave., N.W.
Washington, D.C. 20580
(filed by FedEx)



Office of Management and Budget
Attention: Desk Officer for the Federal Trade Commission
(Via Fax)

RE: Food Industry Marketing to Children Report: Paperwork Comment; FTC File No. P064505


The Public Health Advocacy Institute [PHAI] strongly supports the Federal Trade Commission study of food industry marketing activities and expenditures targeted to children and adolescents. We look forward to the report of this study's findings and believe this information will be key in understanding the relationship of marketing to childhood obesity.

In addition to comments filed with Center for Digital Democracy, Children Now, Berkeley Media Studies Group et al., we add the following as additional items for the FTC to consider requesting from the food industry for inclusion in the study:

- Any report of marketing activities should also seek to understand how the food industry makes marketing decisions;
- Any report should include data with sufficient detail for analysis at the local level;
- Any report should include examples of marketing materials, training materials for food industry staff, and administrative memoranda regarding the marketing activities and expenditures;
- Any report should include detailed examples of marketing strategy, execution and materials that target specific races or ethnicities.
- Any report should also include the marketing activities of trade associations or "front" organizations created and supported by the food industry, e.g. the Center for Consumer Freedom.

PHAI hopes these comments are useful to the Federal Trade Commission, and we look forward to the results of this study.

Sincerely,

 Jason A. Smith
Associate Executive Director