



Produce Marketing Association

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To: www.fda.gov/dockets/ecomments

Re: Docket No. 01N-0548

The Produce Marketing Association (PMA) is pleased to submit these comments on the Food and Drug Administration's "Food Labeling; Guidelines for Voluntary Nutrition Labeling of Raw Fruits, Vegetables, and Fish; Identification of the 20 Most Frequently Consumed Raw Fruits, Vegetables, and Fish."

PMA is the largest global not-for-profit trade association representing companies that market fresh fruits and vegetables. Our more than 2,400 members range from grower-shippers and supermarket retailers to hotel and restaurant chains and overseas importers. Within the United States, PMA members handle more than 90% of fresh produce sold at the consumer level.

PMA's purpose is to sustain and enhance an environment that advances the marketing of produce and related products and services. We also offer consumer outreach through our consumer Web site, www.aboutproduce.com. In addition to recipes, tips, and facts about fresh produce, this site also features Nutrition Facts boxes for many fruits and vegetables.

We are pleased to submit these remarks in response to FDA's request for comments on its proposal to amend the voluntary nutrition labeling values for the 20 most popular fruits and 20 most popular vegetables.

Like the U.S. government, PMA recommends that consumers eat five or more servings of fruits and vegetables each day. Accurate nutrition information will help consumers understand this and make healthful food choices at the supermarket. We applaud FDA's efforts to continually refine its data on these commodities.

PMA members in the supermarket and service wholesale sector are key players in this initiative to inform consumers. We appreciate the flexibility of this voluntary regulatory program, and we are proud that our members consistently meet the compliance threshold set by FDA. In addition, our members who supply fresh fruits and vegetables to retail outlets use Nutrition Facts boxes on their packaging to highlight the positive nutritional contributions their products make.

We will continue to encourage and support our members in this consumer education effort and reach out to consumers ourselves.

PMA appreciates the opportunity to present these comments. We commend the agency for its thorough review of this and other food issues. Please do not hesitate to call upon us if we can be of further assistance. We look forward to working with you.

Kathy Means, CAE
Vice President