257 22nd St
Fayetteville Arkansas 72701
September 22 2000

Dockets Management Branch (HFA-305)
Food and Drug Administration
Room 1061
5630 Fishers Lane
Rockville, Maryland 20852

5500 '00 OCT -2 A10:47

To Whom it Concerns:

I am writing in reference to Docket 00N-1351 Food Labeling; Use of the Term "Fresh" for Foods Processed With Alternative Nonthermal Technologies.

The term "Fresh" should ONLY be allowed for whole foods that have been subject to no processing except refrigeration. That is what the public understands by the term "Fresh", that is the meaning that should be preserved, otherwise the word has no real meaning and would only be used for advertising appeal, not for any useful or accurate description of the product.

The term "Fresh" absolutely should not be allowed for irradiated foods. The promoters of food irradiation should be held to their promises. They have said they only want those who want to buy irradiated food to have the freedom to choose it. In that case, irradiated food should be required to carry a prominent label so that those who want to choose it can do so and nobody who would not choose it would be tricked into buying it because of inadequate or deceptive labeling. Likewise the irradiation promoters have said they would be proud to label irradiated foods as such, as they consider such a label to be a guarantee of safety. They should be held to this statement and required to prominently label irradiated foods for what they are.

To reiterate, the term "Fresh" should ONLY be allowed for whole foods that have undergone no processing except refrigeration.

Sincerely,

Joe Alexander

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00N-1351

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