

February 13, 2004

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Dr. Kathleen C. Ellwood
Division of Nutrition Science and Policy
Office of Nutritional Products, Labeling and Dietary Supplements
Center for Food Safety and Applied Nutrition
Food and Drug Administration
5100 Paint Branch Parkway
College Park, MD 20749

Re: 2003Q-0559 Qualified Health Claim: Monosaturated fatty acids and reduced risk of coronary heart disease

Dear Dr. Ellwood:

I am writing to support approval of a qualified health claim for olive oil that would inform consumers of the health benefits of monosaturated fats.

As a registered dietitian, I feel accurate health claims on food products are important tools that help consumers make informed choices. While consumers often prefer the simple messages conveyed by the latest food trend, like "all carbs are bad" or "all fats are good", food and nutrition professionals try to help people read beyond the headlines and understand that fats or carbohydrates are not all the same. A qualified health claim on olive oil would help consumers understand that some type of fats can have a positive impact on heart health.

Women are the primary shoppers for the family's grocery and are themselves at risk for heart disease. Making them aware, through a label statement, of the value of monosaturated fats can help them make wise fat choices with the potential for long term health benefits.

Sincerely,

Pat Gawdun

Pat Gawdun, R.D.

2003Q-0559

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