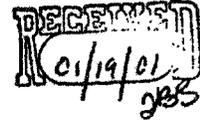


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SUPERVALU

Wednesday, January 17, 2001



Ms. Felicia Satchell
Office Of Nutritional Products Labeling & Dietary Supplements
HFS 820
F.D.A.
200 C Street SW
Washington, DC 20204

Dear Ms. Satchell,

I am writing to request your consideration in amending the recent ruling requiring a safe handling statement on cartons of shell eggs. As a major grocery retailer, my company sells millions of dozens of shell eggs every year. We totally and enthusiastically support the effort to communicate safe egg handling instructions to consumers however we find the need to have flexibility in the locations of this labeling.

Please consider alternatives such as allowing this safe handling statement printing to be printed in other locations of the package such as on the inside top of the carton. From a marketing & design perspective, this is a much better location as most consumers look for helpful hints, coupons and other information in this area. By allowing us to print in other areas of the carton we comply with the ruling and maintain the ability to merchandise our eggs to the maximum extent possible.

As an industry leader in the food retailing, I again urge flexibility in your ruling. Thank you for your kind consideration.

Best regards,

SUPERVALU, INC.

A handwritten signature in cursive script that reads "George".

George H. Shanard
Buyer, Non Merchandise Packaging
Store Brands
SUPERVALU, Inc.