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October 13, 2005

The Honorable Michael Leavitt
Secretary, U.S. Department of Health and Human Services
Hubert H. Humphrey Building, Room 425A
200 Independence Avenue, Southwest
Washington, DC 20201

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Dear Mr. Leavitt:

I am writing this letter to encourage prompt action by the Food and Drug Administration on the General Mills Whole Grain Claims Citizens petition filed with FDA on May 11, 2004 (Docket # 2004P-0223).

We support consistent, uniform definitions for "good" and "excellent" sources of whole grain. This will give consumers a practical tool to help make sound nutritional choices regarding diet.

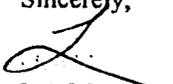
As health and nutrition professionals, our role is to teach the American public how to implement dietary guidance. One of those recommendations is to consume more whole grain foods.

The benefits of consuming more whole grains are widely recognized not only by the Department of Health and Human Services and the U. S Department of Agriculture, but also by most health organizations. However, we know there is a significant gap between the recommendations and actual intake.

One of the major road blocks to reaching the recommended goals for whole grain consumption is the confusion around how to identify whole grain foods in the marketplace. Uniform definitions for "good" and "excellent" sources of whole grain will give consumers an important tool needed to identify foods that contain significant amounts of whole grain. Already, we are seeing inconsistent and confusing messages in the marketplace. Uniform and enforceable definitions will allow consumers to better compare products on an informed basis. Also, established definitions will make it easier for nutrition assistance programs to identify and include foods that make meaningful contributions to meeting whole grain intake recommendations.

We believe prompt action on this petition will allow consumers to take advantage of the important dietary advice to increase the consumption of whole grain foods.

Sincerely,


Len Marquart

Assistant Professor

cc: Lester Crawford, DVM, Ph.D.

Eric Bost

Robert Brackett, Ph.D.

Eric Hentges, Ph.D.

Barbara Schneeman, Ph.D.

2004P-0223

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