

SUNNYLAND MILLS
ESTABLISHED 1935
MANUFACTURERS OF PREMIUM QUALITY SPECIALTY GRAINS



March 24, 2006

Division of Dockets Management (HFA-305)
Food and Drug Administration
5630 Fishers Lane, Room 1061
Rockville, MD 20852

RE: Docket #2006B-0066

Dear Sir or Madam:

I am writing in response to Docket #2006B-0066. On behalf of my company, I would like to express our support for the Whole Grain Stamp Program promulgated by the Whole Grains Council. I am a firm believer that the Stamps provide important support for the 2005 Dietary Guidelines by helping consumers to quickly and easily find products providing a half serving ("Good Source") or full serving ("Excellent Source") of whole grains. Since its inception, the Whole Grains Council has been a leader in the realm of providing consumer information about whole grains. As a Founding Member of the Council, I can tell you that the stated purpose of the Council has always been to provide clear information about whole grains so that the consumer will reap the benefits of this important source of nutrition.

We have always felt that different packaging options are not effective. Ingredient lists are difficult and time-consuming to decipher and there is no clear guidance for the consumer who is looking for adequate nutrition for their families. It is evident from our early research that consumers who are looking for the "three or more ounce equivalents" recommended by the Dietary Guidelines will have no idea how many grams of whole grains are in a package unless they have an easy to understand symbol. I urge the FDA to keep in mind that the ultimate goal is to help consumers increase consumption of whole grains. This is the stated purpose of the Whole Grains Council. These Stamps are an invaluable tool that should be encouraged and supported by the government of the United States.

I would ask that the FDA take a long term approach to this problem of consumer unawareness and recognize the three years of effort put forth by the Whole Grains Council and its members to educate the public. I am confident that this Whole Grain

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Stamp and the Whole Grains Council are the best way to achieve the government's goals of better nutrition for Americans and am happy that many consumers are currently using the Stamps as an effective tool.

Please feel free to contact me with any questions.

Sincerely,

SUNNYLAND MILLS

A handwritten signature in black ink, appearing to read 'MPO', with a long horizontal flourish extending to the right.

Michael P. Orlando
Chairman of the Board
mike@sunnylandmills.com

MPO:med