



September 10, 2007

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

The Produce for Better Health Foundation (PBH) appreciates the opportunity to provide comments on Food Labeling: Use of Symbols to Communicate Nutrition Information, Consideration of Consumer Studies and Nutritional Criteria, Docket No. 2007N-0277.

Produce for Better Health Foundation is a nonprofit organization whose mission is to motivate people to eat more fruits and vegetables for a healthier America. PBH is brand steward for the Fruits and Veggies—More Matters™ public health initiative, and a co-chair with Centers for Disease Control & Prevention of the National Fruit & Vegetable Program, which consists of government agencies, nonprofit organizations, and industry working in collaboration to increase consumption of fruits and vegetables for improved public health.



Introduction

FDA is seeking information on the food products that bear nutrition symbols and the nutrient requirements for those symbols, as well as understanding the impact of these symbols on consumer food choices.

Background

The *Dietary Guidelines for Americans* recommends adults consume 3.5 to 6.5 cups (7 to 13 servings) of fruits and vegetables daily and children eat 2 to 5 cups per day (4 to 10 servings) depending on their age. While research indicates that more than 50 percent of adult consumers know they need to eat five or more servings of fruits and vegetables per day, more than 90 percent of all Americans do not eat the recommended amount. To meet the new dietary guidelines, most consumers will have to more than double the amount they currently consume.

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