12/28/99

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Sir/Madam:

Enclosed is a copy of information from Arden's Garden.

I support this position.

I have supported Arden's Garden for over two (2) years, and thus far have had no health problem(s) as I know of.

Please support Arden's Garden.

Thank you

SULTAN A. ALI
P.O. Box 1551
Atlanta, GA. 30301-1551

97N-0511

C 316

# We need your help!
# Fresh Juice may be made illegal!?!?

[redacted]

The Food and Drug Administration issued new proposed legislation that would require **mandatory pasteurization (or radiation) of all fresh juices.** We would not be able to purchase fresh juice in any grocery stores, health food stores, restaurants, hotels, etc. We want to stop this legislation, and we need your help.

There is a 60-day "open comment" period in which people are urged to write and voice their opinions. These comments will be reviewed and evaluated by the FDA. We strongly urge every FRESH JUICE CUSTOMER to make your voice heard. This is one of many freedoms we have as US citizens, and we must make the most of it. **You do make a difference.** Proposed changes to the Organic Labeling Act were dropped because so many interested consumers wrote in and voiced their disapproval.

When you write your letter, please speak from personal experience and keep in mind the following points:

**1. The benefits of fresh juice FAR OUTWEIGH the risks.**

Fresh juices contain live enzymes, which are the "life force" behind all metabolic processes. No vitamin, mineral, or hormone can do work without enzymes. Juice enzymes are **only** found in raw (fresh) juice that has not been heated above 118 degrees. Pasteurization kills all the enzymes in juice.

**2. Fresh Juice is safe.**

There have been billions of servings of fresh juice consumed in the United States in just the last decade. During this time period, the rare outbreaks that occurred were directly linked to poor manufacturing practices. The two largest outbreaks, which have brought about this legislation, were directly caused by large companies taking shortcuts in order to boost profits.

In the past 10 years there have been over 1.7 billion oranges squeezed by conscientious manufacturers into fresh juice. Laboratories run 17,500 microbial tests on this juice and NEVER has one tested positive for Salmonella or E. Coli O157:H7

**3. Freedom of Choice**

The United States prides itself on the freedoms that it safeguards for its citizens. If the government mandates pasteurization of fresh juice, we will be stripped of our right to choose. Presently, the marketplace offers consumers a vast selection of pasteurized and fresh juices. **This legislation will eliminate this choice.**

If cigarettes are available to the public with a warning label, **at the very least**, fresh juice should be available with a warning label. Let it be the informed consumer's choice whether or not they want to buy fresh juice.

*Midtown*
*985 Monroe Drive*
*(next to blockbuster)*
*404-817-6624*

*LSP*
*1117 Euclid Avenue*
*404-827-0424*

*Marietta*
*Harry's Farmer's Market*
*70 Powers Ferry Road*
*770-971-9878*

*Corporate Offices*
*691 14th Street*
*Atlanta, Georgia 30318*
*phone 404-817-0707*
*Fax 404-817-0709*

Please contact your local Representatives, Senators, and FDA agencies to make your opinion heard. Here are the addresses:

**If you only write one letter, please send it to:**
**Dockets Management Branch (HFA-305)**
**Food and Drug Administration**
**Docket #97N-0511**
**5630 Fishers Lane, Rm. 1061**
**Rockville, MD 20857**

**For those of you really on the juice...please (also) contact:**

**Congressmen:**

4th District
US Congresswoman Cynthia McKinney
124 Cannon House Office Building
Washington, DC 20515
Fax 202-226-0691 Phone 202-225-1605
Email: cymck@mail.house.gov
local # 404-377-6900

5th District
US Congressman John Lewis
343 Cannon House Office Building
Washington, DC 20515
Fax 202-225-0351 Phone 202-225-3801
local # 404-659-0116

6th District
US Congressman Johnny Isakson
2428 Rayburn House Office Building
Washington, DC 20515
Fax 202-225-4656 Phone 202-225-4501
Email georgia6@hr.house.gov
local # 404-252-5239

7th District
US Congressman Bob Barr
1207 Longworth House Office Building
Washington, DC 20515
Fax 202-225-2944 Phone 202-225-2931
Email: bbarr@hr.house.gov
local # 770-429-1776

11th District
US Congressman John Linder
1605 Longworth House Office Building
Washington, DC 20515
Fax 202-225-4696 Phone 202-225-3801
Email: jlinder@hr.house.gov
local # 404-936-9400

**Senators:**

US Senator Paul Coverdell
200 Russell Senate Office Building
Washington, DC 20510-1004
Fax 202-228-3783 Phone 202-224-3643
Email: coverdell@coverdell.senate.gov
local # 404-347-2202

US Senator Max Cleland
461 Dirksen Building
Washington, DC 20510
Fax 202-224-0072 Phone 202-224-3521
Email: senator_max_cleland@cleland.senate.gov
local # 404-331-4811

**We encourage all our customers to learn more about the difference between fresh and pasteurized juice. We started this business in 1994 on the sole belief that fresh juice would improve people's lives. We know it firsthand and we have seen it happen with others. We are a family business that is committed to health and making safe fresh juice. We urge you to join us in these efforts.**

**Arden and Leslie Zinn**

SULTAN A. ALI
P.O. Box 1551
Atlanta, GA. 30301-1551

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PM
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Dockets Management Branch (HFA-305)
Food and Drug Administration
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