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*Leading THE WAY TO healthy eating*

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

### **Docket No. 2001N-0548 Comments**

The Produce for Better Health Foundation (PBH) appreciates the opportunity to provide comments on advanced notice of proposed rulemaking, 21 CFR Part 101, Docket No. 2001N-0548, Food Labeling; Guidelines for Voluntary Labeling of Raw Fruits, Vegetables, and Fish; of the 20 Most Frequently Consumed Raw Fruits, Vegetables, and Fish; Reopening of the Comment Period.

PBH is both a member and chair of the National 5 A Day Partnership, a powerful coalition of public agencies and private organizations including the National Cancer Institute (NCI), the American Cancer Society, the Centers for Disease Control and Prevention, the United States Department of Agriculture, United Fresh Fruit and Vegetable Association, Produce Marketing Association, American Heart Association, American Diabetes Association and the National Alliance for Nutrition and Activity working in collaboration to increase consumption of fruits and vegetables for improved public health.

There is a great need to help Americans understand that increasing fruit and vegetable intake is one of the most important steps they can take to make healthy food choices and achieve better health. Fruits and vegetables play a key role in providing nutrients that many Americans don't get enough of such as vitamins A and C, folate, potassium and fiber. The nutrition facts panel is an important tool for communicating the health benefits of fruits and vegetables. It is important for the information on this panel to be accurate as research confirms a majority of Americans use the information on the nutrition facts panel to make purchasing decisions. It is also important the data be accurate as it forms the basis for health claims.

The proposed changes affect the nutrition labeling values of a number of commodities and will affect the nutrient content claims that can be made by some. The 60 day comment period does not give the industry the time needed to adequately review and confirm or dispute these modifications. PBH supports the extension of the comment period for 12 months so that commodities affected by the changes have the time to adequately review and respond to the proposed modifications.

PBH is grateful for the careful consideration afforded by this request for comments and for the opportunity to comment on this important issue. Please feel free to contact us if we can provide additional assistance.

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Produce for Better Health Foundation's core purpose is to motivate people to eat more fruits and vegetables to improve public health. The foundation achieves success through a host of nutrition education and marketing programs.

