



# The King Arthur Flour Company, Inc.

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March 24, 2006

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In regards to: Docket Number 2006D-0066  
Division of Dockets Management (HFA-305)  
Food and Drug Administration  
5630 Fishers Lane, Rm. 1061  
Rockville, MD 20852

Ladies and Gentlemen:

We are writing in response to Docket No. 2006D-0066, and would like to express our support for the Whole Grain Stamp program of the Whole Grains Council. These stamps provide important support for the 2005 Dietary Guidelines for Americans by helping consumers quickly and easily find products providing a half serving ("Good Source") or a full serving ("Excellent Source") of whole grains.

## King Arthur Flours

*For Home Bakers*

*For Professional Bakers*

## Publications

*200th Anniversary Cookbook*

*The King Arthur® Flour  
Baker's Companion™*

*The Baking Sheet®*

*The King Arthur® Flour  
Cookie Companion™*

*Images of America:*

*King Arthur Flour Company*

Alternate packaging options are not effective or consumer-friendly. Ingredient lists are difficult and time-consuming to decipher and do not always provide clear guidance. The Whole Grain Health Claim applies only to a limited group of select products and is not easy to spot at a glance. And consumers who are looking for the "three or more ounce-equivalents" recommended in the Dietary Guidelines will have no idea how "x grams of whole grains" on a package helps them reach their goal.

## Outreach Programs

*National Baking Classes*

*Life Skills Bread Baking Program®*

## Baking Center

*The King Arthur® Flour Bakery*

*The Baking Education Center*

## The Baker's Catalogue, Inc.

*The Baker's Catalogue®*

*The Baker's Store*

## Web Sites

*kingarthurfLOUR.com*

*bakerscatalogue.com*

*bakingcircle.com*

As a founding member of the Whole Grains Council, we here at the King Arthur Flour Company urge the FDA to keep in mind that the ultimate goal is to help consumers increase consumption of whole grains. The Whole Grain Stamp and other uses of the phrases "Good Source" and "Excellent Source" of whole grains provide an invaluable tool that should be encouraged and supported by the government of the United States.

Respectfully,

Allison Rogers  
Media Relations Coordinator

cc: Cynthia Harriman  
The Whole Grains Council  
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100% Committed to quality

2006D-0066

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