



Liberty Richter

400 Lyster Avenue, Saddle Brook, NJ 07663

March 24, 2006

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

Dear Sir or Madam:

RE: Docket No. 2006D-0066

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 by helping consumers quickly and easily find products providing a half serving ("Good Source") or a full serving ("Excellent Source") of whole grains.

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 "3 or more ounce-equivalents" recommended in the Dietary Guidelines will have no idea how "xx grams of whole grains" on a package helps them reach their goal.

We 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 "Good Source" and "Excellent Source" of whole grains are an invaluable tool that should be encouraged and supported by the government of the United States.

Sincerely,

Kathleen R. Bonyngé  
Senior Product Manager

cc: Cynthia Harriman  
Caroline Ponterio

2006D-0066

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