

June 29, 2023

*Submitted Electronically via Regulations.gov*

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

**Re: REQUEST FOR EXTENSION OF COMMENT PERIOD: Agency Information Collection Activities; Submission for Office of Management and Budget Review; Comment Request; Quantitative Research on Front of Package Labeling on Packaged Foods, FDA Docket No. FDA-2023-N-0155**

To Whom It May Concern:

The undersigned associations respectfully request that the Food and Drug Administration (FDA) grant an extension on the comment period for the agency's proposed collection of information associated with a study entitled *Quantitative Research on Front of Package Labeling on Packaged Foods*.<sup>1</sup> We specifically request that FDA extend the comment period by 60 days. We understand firsthand the usefulness of such labeling systems to consumers and want to collaborate and engage with the agency as it seeks to study alternatives.

We appreciate the opportunity to provide comments on the proposed collection of information. Our associations expect it will take time to fully evaluate the agency's proposal, gather our respective members and provide meaningful comments on the intended experimental study. Furthermore, there are other complex proposals currently open for comment, including a request for information regarding food labeling for online shopping and labeling of plant-based milk alternatives.

Development of a front of package labeling system will have significant impacts on both industry and consumers. We believe that FDA and the public will be best served by the submission of accurate and thorough comments on the intended experimental study. Accordingly, and as stated, we are hereby requesting a 60-day extension to the comment period that is currently set to end on July 17, 2023.

Please do not hesitate to contact us if you have any questions regarding this request. Thank you for your consideration.

Sincerely,

American Frozen Food Institute  
American Peanut Shellers Association  
Consumer Brands Association  
Corn Refiners Association  
FMI – The Food Industry Association  
Independent Bakers Association  
Institute of Shortening and Edible Oils  
Juice Products Association  
National Confectioners Association

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<sup>1</sup> 88 Fed. Reg. 39257 (June 16, 2023).

National Pasta Association  
National Seasoning Manufacturers Association  
SNAC International  
The Association for Dressings & Sauces  
The Sugar Association