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Comments Received :

Thank you for the opportunity to submit a comment. I am merely a consumer, someone who the labels are intended to protect. I am not a company or a food conglomerate. I am the FDA's target responsibility. I have read the submissions of the various companies who all voiced their opinions on this subject. I find it curious that companies with financial interest would get to cast a vote to even speak about this. Regardless, as your primary target for these labels, let me explain what I look for when I purchase food.

I rush into the grocery store hoping to purchase safe foods to feed my children for dinner. I assume everything in the store is safe. It's available right? Must be safe and healthy otherwise it wouldn't be there. So assuming, I don't have time to check all the labels, nor do I understand them. I go about making my purchases implicitly trusting my government and the companies that feed the world.

That's why it was so unexpected when my son had a pre-diabetic crash resulting in weeks of medical treatment. Now this makes me an angry consumer. Angry at the companies that use expensive marketing techniques to persuade me to buy their unhealthy products; angry at our government for not protecting us; and angry at our lack of education on how our food is being made. If my son eats a benign snack of crackers, fruit snacks and a soda he's just had more than double the sugar he should have in an ENTIRE day, not to mention he's consumed manmade chemicals, toxins and sweeteners that are not good for him.

I am a product of the 70's when food was safe and I didn't get the memo that food is being made differently. There was no global announcement, "HEY WE DECIDED TO USE HFCS INSTEAD OF SUGAR, OK?" because to the makers it's safe and it's allowed. However, to someone who may be undiagnosed pre-diabetic, it's not safe or healthy.

Consumers deserve a chance to make informed decisions. Quite honestly, front labeling will not affect most people who blindly eat without intention. But it could also save lives and that's the point. The intention is to fill the gaps and to provide information. What's wrong with that?

I think it's the FDA's absolute duty to start to make changes in the food industry that will better protect consumers. Right now I don't feel protected. Is the best way with front labels? Well, it can't hurt. Just maybe consumers will start to be more intentional. Better health actually makes for better business for all. I am imploring the FDA to put people first, not food companies.