



February 1, 2010

Surgeon General Regina Benjamin
Office of the Surgeon General
5600 Fishers Lane
Rockville, MD 20857

Secretary Kathleen Sebelius
Department of Health & Human Services
200 Independence Avenue, S.W.
Washington, DC 20201

Dear Surgeon General Benjamin and Secretary Sebelius:

The American Frozen Food Institute (AFFI) applauds your interest in helping Americans “live long and live well” by taking action today to enrich the lives and improve the health of our children. As outlined in your *Vision for a Healthy and Fit Nation*, achieving this vision requires a multipronged approach that includes increased physical activity and better nutrition. On behalf of the more than 500 frozen food producers and their business associates that comprise our association, AFFI looks forward to working with you to bring this vision to fruition.

In announcing your recommendations last week, you advocated that “schools should provide appealing healthy food options including fresh fruits and vegetables, whole grains, water and low-fat beverages.” AFFI strongly encourages you to include frozen fruits and vegetables in your plan of action.

It is important to note that the *Dietary Guidelines for Americans* call for the consumption of fruits and vegetables in a variety of forms. The Produce for Better Health Foundation echoes that sentiment, noting that “when it comes to good nutrition, all forms of fruits and vegetables matter—fresh, frozen, canned, dried and 100 percent juice.”

Frozen fruits and vegetables are a wholesome, convenient and cost-effective option for parents, schools and communities looking to increase children’s fruit and vegetable intake. Frozen fruits and vegetables are harvested at the peak of ripeness and flash frozen to lock in their nutrients, thereby ensuring a nutrition level for many frozen varieties that is equivalent to or higher than their “fresh” counterparts.

The U.S. Department of Agriculture’s *MyPyramid Food Guidance System* suggests “stocking up” on frozen vegetables for “quick and easy cooking in the microwave.” And unlike foods with high spoilage and throw-away rates, frozen fruits and vegetables are a good investment because most of what is purchased gets consumed.

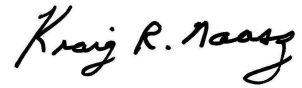
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AFFI welcomes the opportunity to work with you and First Lady Michelle Obama to improve the health of our nation's children by improving their access to affordable, convenient and nutritious frozen fruits and vegetables.

Sincerely yours,

A handwritten signature in black ink that reads "Kraig R. Naasz". The signature is written in a cursive style with a large, stylized 'K' and 'N'.

Kraig R. Naasz
President & CEO
American Frozen Food Institute

cc: Office of the First Lady of the United States of America