



January 25, 2010

Mrs. Michelle Obama
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20500

Dear Mrs. Michelle Obama:

The American Frozen Food Institute applauds your desire “to put into place commonsense, innovative solutions that empower families and communities to make healthy decisions for their kids.” On behalf of the more than 500 member businesses that comprise our association, we look forward to working with you to bring this vision to fruition through better nutrition.

In addressing the Conference of Mayors last week, you informed that group of your intention to announce a major administration initiative next month to address childhood obesity. You shared your alarm with the nation’s mayors that childhood obesity has tripled in the past 30 years. Warning of the long-term dangers that current trend poses to the economy and the nation’s collective health, you asked them to join in the work of making common sense changes so our kids can get, and stay, healthy.

As you stated in your address, “Many parents tell me that they want to prepare healthy food for their kids, but there aren’t any supermarkets where they live that sell fresh produce. Or they’re tight on money, and healthy foods seem too expensive. Or they’re tight on time – working longer hours, working two jobs – so they can’t pull off those home cooked meals around the dinner table.”

If the goal of this initiative is to help parents offer their children healthy meal options that are affordable and easy to prepare, then an essential component of the overall strategy ought to include encouraging and facilitating greater utilization of frozen foods.

As the [Produce for Better Health Foundation](#) can attest, a major nutritional challenge is getting youngsters to consume more fruits and vegetables in all forms – frozen, canned and fresh. Since frozen fruits and vegetables are harvested at the peak of ripeness and flash frozen to lock in their nutrients, the nutrition level of many frozen fruits and vegetables is equivalent to or higher than their “fresh” counterparts that sit on the shelf in the produce department. Moreover, the storage longevity and packaging ease of frozen fruits and vegetables means more stores – including neighborhood

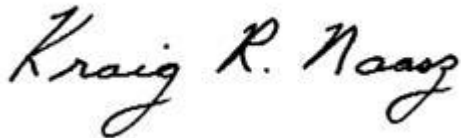
convenience stores and local pharmacies – can make these healthy options readily available to consumers on the go.

Parents looking for ways to stretch their food dollars are hard pressed to find better value than frozen foods. Unlike foods with high spoilage and throw-away rates, frozen foods are a good investment because most of what is purchased gets consumed.

Also, as countless articles such as the *Everyday with Rachel Ray* magazine posting entitled, [New and Improved Frozen Dinners](#), suggest, frozen meals shorten the preparation and cooking time while stretching a family's food budget. As this article touts, frozen dinners are "fresher, tastier and healthier than ever before."

The American Frozen Food Institute shares your concerns about childhood obesity and nutrition. As you examine the science and solicit the input of various stakeholders, we believe you will come to recognize what a formidable asset the frozen food sector can be to the success of your initiative. We look forward to working with you.

Sincerely yours,

A handwritten signature in black ink that reads "Kraig R. Naasz". The signature is written in a cursive, flowing style.

Kraig R. Naasz
President & CEO
American Frozen Food Institute