

STATEMENT OF COMMISSIONER JON LEIBOWITZ

on

Marketing Food to Children & Adolescents:

A Review of Industry Expenditures, Activities & Self-Regulation

before the

U.S. Senate Appropriations Committee

Subcommittee on Financial Services and General Government and

Subcommittee on Labor, Health & Human Services, Education & Related Agencies

(September 23, 2008, 10:30 a.m.)

Chairmen Durbin and Harkin, Ranking Members Brownback and Specter,
Members of the Subcommittees:

I am pleased to be here to testify about childhood obesity and food marketing to children. As you know, at your request, the FTC issued a comprehensive Report in July that analyzes food marketing expenditures, reviews new self-regulatory initiatives, and recommends additional steps.

Simply put, whether or not food and beverage marketers are part of the problem – and in my view, we *all* share some responsibility – they have to be part of the solution: industry can play an instrumental role in influencing children’s food choices and helping to curb the obesity epidemic.

To obtain data for the FTC Report, we sent subpoenas to 44 major food, bever

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