



## Federal Trade Commission Protecting America's Consumers

**For Your Information:** 09/29/2009

### FTC to Host Forum on Food Marketing to Children

#### Will Address Developments in Self-Regulation; Report on Recommended Nutritional Standards

The Federal Trade Commission will host a public forum on December 15, 2009, titled "Sizing Up Food Marketing and Childhood Obesity." The forum will assemble industry representatives, federal regulators, consumer groups, scientific researchers, and legal scholars to discuss issues related to food marketing to children.

The forum will address the food and entertainment industries' progress toward self-regulation and implementation of the recommendations in the FTC's 2008 report, "Marketing Foods to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation." Panelists also will discuss current research on the impact of food advertising on children, and the statutory and constitutional issues surrounding governmental regulation of food marketing. In addition, the Interagency Working Group on Food Marketed to Children – comprised of representatives from the FTC, U.S. Food and Drug Administration, Centers for Disease Control and Prevention, and U.S. Department of Agriculture – will report on the status of recommended nutritional standards for foods marketed to children.

The forum is free and open to the public; it will be held at the FTC's Satellite Building Conference Center, 601 New Jersey Avenue, N.W. Washington, DC.

Reasonable accommodations for people with disabilities are available upon request. Requests should be submitted via e-mail to [cmcglathlin@ftc.gov](mailto:cmcglathlin@ftc.gov) or by calling Carrie McGlothlin at 202-326-3388. Requests should be made in advance. Please include a detailed description of the accommodation needed, and provide contact information.

The Federal Trade Commission works for consumers to prevent fraudulent, deceptive, and unfair business practices and to provide information to help spot, stop, and avoid them. To file a complaint in English or Spanish, visit the FTC's online [Complaint Assistant](#) or call 1-877-FTC-HELP (1-877-382-4357). The FTC enters complaints into Consumer Sentinel, a secure, online database available to more than 1,500 civil and criminal law enforcement agencies in the U.S. and abroad. The FTC's Web site provides free information on a variety of [consumer topics](#).

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