

We are pleased to attach comments on the draft report of the joint WHO/FAO Expert Consultation on Diet, Nutrition and the Prevention of Chronic Diseases.

Sincerely,

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April 15, 2002

Dr. Chizuru Nishida
Department of Nutrition for Health and Development
World Health Organization
CH-1211 Geneva 27, Switzerland
nishidac@who.int

Dear Dr. Nishida:

RE: Joint WHO/FAO Consultation on Diet Nutrition and the Prevention of Chronic Diseases

The International Food Information Council (IFIC) is pleased to have the opportunity to provide comment on the draft *Report of the Joint WHO/FAO Expert Consultation*.

The International Food Information Council (IFIC) is a non-profit organization whose mission is to serve as a proactive and credible communicator of science-based information on nutrition and food safety. IFIC programs are targeted to reach journalists, health professionals, educators, government officials and other opinion leaders who communicate with the public on issues related to diet and health. Our work is supported primarily by the broad-based food, beverage and agricultural industries.

IFIC supports the WHO/FAO goal of developing recommendations on food, nutrition and health that can serve as the basis of global public health policies and strategies to prevent chronic diseases and reduce their impact. Because public health policy must be based on the best science, it is critical that all science stakeholders have sufficient opportunity to carefully review the report's scientific research and interpretation that is the basis of the recommendations.

In addition, the report of the Expert Consultation should not contribute to public confusion on food, nutrition and health information. To this end, IFIC believes that the content of the report should be guided by the following consumer considerations:

- appreciation of consumer interpretation of WHO/FAO Report recommendations and messages,
- knowledge and understanding of consumer attitudes, concerns and behaviors regarding food, nutrition, and health, and, most importantly,
- recommendations that are based upon the best science and are relevant and actionable to consumers.

Thank you for the opportunity to provide comments to the draft *Report of the Joint WHO/FAO Expert Consultation*.

Sincerely,

Sylvia Rowe
President and CEO

Susan Borra, RD
Senior Vice President,
Director of Nutrition