

***FROM THE DIRECTOR GENERAL***

Stephen Carter  
Chief Executive  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA

30 June 2006

**FDF RESPONSE TO OFCOM CONSULTATION ‘TELEVISION  
ADVERTISING OF FOOD AND DRINK PRODUCTS TO CHILDREN:  
OPTIONS FOR NEW RESTRICTIONS’**

I have pleasure in enclosing the Food and Drink Federation’s response to Ofcom’s consultation on television advertising of food and drink products to children. I would like to highlight one issue: Annex 1 of the document contains an independent report commissioned by and produced for FDF on the Impact Assessment contained in Annex C to Annex 6 of the Ofcom consultation document. They have asked that we do not put their name into the public domain although we are happy to share it with you privately. There are no other confidentiality issues with the FDF submission.

We would happy to discuss further with you any of the issues raised in our response.

**Melanie Leech**  
**Director General**