



United States Department of Agriculture

Office of the Secretary
Washington, D.C. 20250

November 30, 2010

Cass R. Sunstein, Director
Office of Information and Regulatory Affairs
The Office of Management and Budget
725 17th Street, NW
Washington, DC 20503

Dear Cass,

I am writing on behalf of the Food Safety and Inspection Service (FSIS), United States Department of Agriculture to request an emergency approval for an information collection as part of an initial exploratory survey for the Food Safety Education Campaign. FSIS is seeking an emergency approval for the collection because it is needed sooner than would be possible using normal procedures and is essential to the agency's mission. The campaign, a key component of the President's Food Safety Working Group, is a joint effort of the federal food safety agencies and the Ad Council. Consumers are the last line of defense to prevent foodborne illness. The campaign will provide the public with evidence-based tools to enable them to more effectively combat foodborne illness.

FSIS has been delegated the authority to exercise the functions of the Secretary as specified in the Federal Meat Inspection Act (FMIA) (21 U.S.C. 601, et seq.), the Poultry Products Inspection Act (PPIA) (21 U.S.C. 451, et seq.), and the Egg Products Inspection Act (EPIA) (21 U.S.C. 1031, et seq.). FSIS protects the public by verifying that meat, poultry, and egg products are safe, wholesome, not adulterated, and correctly labeled and packaged.

FSIS has entered into a partnership with the Ad Council to launch a nationwide food safety education campaign by July 2011. The Ad Council is a private, non-profit organization that marshals volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to deliver critical messages to the American public.

The initial exploratory survey needs to begin December 1, 2010 to develop and launch the campaign within the scheduled timeframe; therefore, FSIS is seeking an emergency clearance for this information collection. The Agency is also requesting that it be exempt from giving public notice on this information collection. The corresponding supporting statements are attached.

Because of the timing of this unique opportunity, FSIS could not have foreseen that this collection would be necessary in time to use normal information collection approval procedures. FSIS's food safety education campaign was chosen by the Ad Council and a contract was agreed to on September 30, 2010. The Ad Council selected JWT, the campaign's advertising agency, in October, and JWT and the Ad Council presented their campaign research plan in November. We began discussions with OMB as soon as we were selected by the Ad Council.

Please do not hesitate to contact me if I can provide any additional information. Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jerold R. Mande". The signature is stylized and cursive.

Jerold R. Mande
Deputy Under Secretary for Food Safety

Attachments