



DEPARTMENT OF AGRICULTURE  
OFFICE OF THE SECRETARY  
WASHINGTON, D.C. 20250

June 8, 2011

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

Dear Mr. Sunstein:

On behalf of the Food Safety and Inspection Service (FSIS) at the United States Department of Agriculture, I am requesting an emergency approval for an information collection as part of a tracking survey for the Food Safety Education Campaign. Emergency approval is being requested because the information is needed more expeditiously than would be possible under normal procedures, and would be essential to the agency's mission. The campaign is a joint effort of the federal food safety agencies and the Ad Council and is a key component of the President's Food Safety Working Group. Consumers are the last line of defense to prevent foodborne illness and this campaign will provide the public with evidence-based tools for this effort.

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.

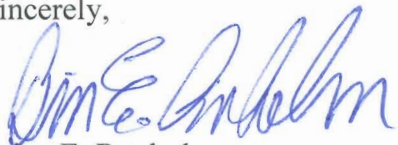
FSIS has entered into a partnership with the Ad Council to launch a nationwide food safety education campaign by July 2011. The Ad Council is a private, non-profit organization that marshals volunteer talent from the advertising and communications industries, the facilities of the media, and the resources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

The tracking survey needs to begin in June 2011 to develop and launch the campaign within the scheduled timeframe; therefore, FSIS is seeking an emergency clearance for this information collection. The Agency has given public notice on this information collection. The corresponding supporting statements are enclosed.

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,



Brian E. Ronholm  
Deputy Under Secretary  
Food Safety

Enclosures