

Subject: Inform customers about FDA warning and mercury in seafood

Dear Store Manager:

I am very concerned about the levels of mercury in fish since people get most of their mercury exposure from seafood. Mercury is a potent neurotoxin that can affect memory, vision, motor skills, and other brain functions, and it is particularly harmful to the development of fetuses and children. For this reason, the FDA has advised pregnant women, women of childbearing age, infants, and children to avoid or limit their intake of fish, especially swordfish, tilefish, king mackerel, shark, and tuna. Unfortunately, the FDA has not done an adequate job of publicizing this health advisory.

I am writing to ask that you post the enclosed sign which explains the FDA advisory at your fish counter and in your canned tuna aisle so that customers like me can make informed choices about the seafood we purchase.

People have a right to know about warnings from the FDA. California is the only state that currently requires grocery stores to post signs, but consumers in the rest of the United States also have a right to know. Oceana, a marine conservation organization, has asked the major national grocery chains to develop a national policy to post this information anywhere swordfish and tuna are sold in their stores. More information about this campaign is available at their website: www.oceana.org.

I hope you agree with me that your customers deserve to know which types of fish pose a health threat and which consumers are most at risk. Please post this sign at your fish counter and in the canned fish aisle.

Sincerely,

We care about your health.

MERCURY ADVISORY

Women of childbearing age and young children

SHOULD NOT EAT

Shark, Swordfish, King Mackerel or Tilefish

AND SHOULD LIMIT CONSUMPTION OF

all other fish to 12 oz (2 average meals) per week

including NO MORE THAN 6 oz of albacore tuna

Fish can be an important source of nutrients and an important part of a balanced diet. Nearly all fish and seafood, however, contain some amount of mercury. Certain fish have higher levels than others. **Therefore, the US Food and Drug Administration and the US Environmental Protection Agency have issued the above consumer advisory.** Follow these same recommendations when feeding fish and shellfish to your young child, but serve smaller portions.

For more information visit

<http://www.epa.gov/mercury> or <http://www.cfsan.fda.gov/seafood1.html>