

October 31, 2007

Dear Senator:

I am writing to let you know the Grocery Manufacturers Association strongly supports the U.S.-Peru Trade Promotion Agreement, and to ask you to support this important trade agreement.

The Grocery Manufacturers Association (GMA) represents the world's leading food, beverage and consumer products companies. The association promotes sound public policy, champions initiatives that increase productivity and growth and helps to protect the safety and security of the food supply through scientific excellence. The GMA board of directors is comprised of chief executive officers from the association's member companies. The \$2.1 trillion food, beverage and consumer packaged goods industry employs 14 million workers, and contributes over \$1 trillion in added value to the nation's economy.

We believe that this agreement will provide an excellent opportunity to expand markets, increase exports, achieve a high standard of protection for trademarks for American brands of food, beverage and consumer products, and provide a secure future for the employees of our member companies.

American producers of food, beverage and consumer products will be able to realize significant gains presented by the newly expanded export and import opportunities provided by this agreement. As you know, many products from Peru already enter the United States duty free through preference programs, such as the Andean Trade Preferences Act (ATPA). However, U.S. exports of food, beverage and consumer products into Peru currently face average import tariffs ranging from 12 to 25 percent. The U.S.-PTPA reduces tariff and non-tariff barriers in Peru so that more than two-thirds of food and agricultural products and eighty percent of consumer products will become duty free immediately upon implementation. This will allow American cookies, breakfast cereals, french fries, and pasta, among other products, to capture a greater portion of the Peruvian food market.

The U.S. – PTPA is a comprehensive agreement that not only reduces barriers to trade but also works to strengthen intellectual property rights, trademarks and copyrights. This action will help safeguard the branding of American consumer products and bolster the confidence of Peruvian consumers purchasing these products for their quality, safety, and taste.

The U.S.-Peru TPA offers meaningful opportunity for GMA's companies to expand exports, and I urge you to vote for the U.S.-Peru Trade Promotion Agreement when it comes to the floor later this fall.

Sincerely,

A handwritten signature in black ink that reads "Cal Dooley". The signature is written in a cursive, slightly slanted style.

Cal Dooley
President and CEO