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October 4, 2007

Brent A. Baglien
Vice President
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The Honorable Edward J. Markey
Chairman, House Subcommittee on
Telecommunications and the Internet
U.S. House of Representatives
Washington, DC 20515-2107

Re: September 12, 2007 and September 19, 2007 Correspondence

Dear Chairman Markey:

On September 19, 2007, ConAgra Foods sent you a response to your inquiry regarding our marketing practices as they pertain to children. In our letter, we indicated that we were, and had been for many months, actively evaluating the Council of Better Business Bureaus' (CBBB) Children's Food and Beverage Advertising Initiative, and that we expected to complete our assessment and make a decision on joining within several weeks. We are pleased to inform you today that we have decided to join as a member this initiative. Working with the CBBB, we expect to submit our specific pledge in January 2008.

ConAgra Foods has a longstanding commitment to marketing its products responsibly and is a strong supporter of the CBBB's Children's Advertising Review Unit (CARU), and its guidelines for advertising to children. This is just another step in our continuing efforts to demonstrate our commitment to health and wellness for our consumers.

We appreciate the opportunity to respond to your request on this important topic. If you have any further questions, please do not hesitate to contact me.

Sincerely

Brent A. Baglien
VP Government Affairs