



**By Electronic Mail**

March 15, 2020

President Donald J. Trump  
The White House  
1600 Pennsylvania Ave, N.W.  
Washington, D.C. 20500

Dear President Trump:

Thank you for the opportunity to speak with you this afternoon about solutions to supply chain disruptions of essential consumer packaged goods (CPG). The 20 million U.S. employees connected to the CPG industry are working hard to produce the household cleaning, personal care and food and beverage staples that are critical to public health at this time. Our mission is to champion the industry whose products Americans depend on every day — and, as we have seen in recent weeks, depend on especially in times of crisis.

The Consumer Brands Association has coordinated industry efforts and is developing recommendations to alleviate potential supply chain disruptions in the short-, mid- and long-term. We will send those recommendations to your office in the coming days.

I want to first and foremost thank you for your commitment to consider suspending regulatory actions (noted in number five below) that could further undermine supply chains and take resources away from focusing on consumer needs during this crisis. Consumer Brands has identified a set of immediate recommendations where the industry would appreciate your administration's leadership, so we may better meet the needs of American families:

1. Request funds in upcoming emergency supplemental appropriations bills to mitigate supply chain disruptions and manage food, personal care, hygiene, cleaning, disinfecting and sterilization input shortages.
2. Coordinate with state governors to ensure that gathering restrictions do not affect the operations of manufacturing facilities producing essential goods.
3. Establish an Office of Supply Chain that will coordinate across agencies that touch supply chain to ensure the movement of essential goods as this crisis evolves.
4. Include personal care, hygiene, cleaning, disinfecting, and sterilization products on a temporary basis in Pandemic-Supplementary Nutrition Assistance Program (P-SNAP), Temporary Assistance for Needy Families (TANF) and other federal programs. We ask for a temporary increase in funding to offset the additional costs associated with this expansion.

5. Suspend for six months new regulatory decisions that could hinder supply chains or take focus and resources away from the national need for increased production and delivery of critical goods.

Again, thank you for the opportunity to speak with you this afternoon. The consumer packaged goods industry stands ready to work with you and your administration to help the country get through this difficult time.

Sincerely,

A handwritten signature in blue ink that reads "G. Freeman". The signature is fluid and cursive, with a long horizontal stroke at the end.

Geoff Freeman  
President and CEO  
Consumer Brands  
Association