



July 10, 2013

## NJ Business Leaders: “Federal Sugar Policy Unfair to Consumers”

[Letter to the Editor in The Record – July 2, 2013](#)

**By Michael G. Rosenberg, President and CEO, The Promotion in Motion Companies Inc., and  
Ted J. Cohen, President, Hillside Candy**

- *“This year’s farm bill would have made substantive changes to nearly every commodity program operated by the federal government except the sugar program. While an amendment offering modest reforms was defeated in favor of the status quo, we applaud 11 of the state’s 12 representatives in the House who voted for the amendment.*
- *“That was a vote for more than 2,000 good New Jersey confectionery jobs and more than 18,000 sugar-using food-manufacturing jobs, and for New Jersey consumers and businesses.*
- *“Currently, the government controls who can grow and process sugar and how much can be imported. All of these controls are for one purpose: guaranteeing that sugar producers and processors always profit. When sugar prices are high, consumers pay nearly double the world market rate. When prices are low, the government bails out sugar producers. Over the next few years, American consumers could pay hundreds of millions of dollars to purchase excess sugar.*
- *“The sugar program is failed policy that threatens New Jersey businesses, growth and job creation. Sugar program reform must be part of any new farm bill, and we encourage the only New Jersey representative who voted no, Jon Runyan, R-Mount Laurel, to remember that while there is no sugar grown in New Jersey, there are food-manufacturing jobs in his district.”*

Click [here](#) to read the letter.

**Only Congress can fix a program that hurts U.S. consumers, taxpayers, food manufacturers and their workers with simple reforms to the Farm Bill.**

**Sugar Program Reform Must Be a Part of Any New Farm Bill!**

Learn more about the need to reform U.S. sugar policy at [www.sugarreform.org](http://www.sugarreform.org).

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The Coalition for Sugar Reform is an alliance of consumers, food and beverage manufacturers, trade advocates, environmental groups, taxpayer watchdog organizations, responsible government advocates, think tanks and other interests. Our objective is to reform the federal government’s intrusive, inefficient, restrictive and outdated sugar program – a decades-old subsidy that has repeatedly failed to provide adequate supplies of sugar to the U.S. market.