

For Immediate Release

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THE FRIGHTENINGLY HIGH COST OF SUGAR:

Senators Jeanne Shaheen and Mark Kirk Warn Consumers Not to be Tricked this Halloween Season

The Coalition for Sugar Reform Commends the Senators for their Leadership to End this Spooky Tale

(Washington, DC) October 19, 2011 – With Halloween just around the corner and children focused on the joys of candy, two Senators are focused on ensuring these treats don't mean tricks for American consumers. The Coalition for Sugar Reform today praised U.S. Senators Jeanne Shaheen (D-NH) and Mark Kirk (R-IL) for their leadership in continuing to call for reform of U.S. sugar policy.

Noting that the U.S. sugar program is "A Trick on Consumers and a Treat for the Sugar Industry," Senators Shaheen and Kirk highlighted the importance of ending the current policy by handing out candy and cards with "Spooky Facts" about the U.S. sugar program to their Congressional colleagues. The Senators also called on the U.S. Congress to support their bill, The SUGAR Act (S. 25), by underscoring some hair-raising statistics regarding the impact on American consumers and manufacturers:

- *Sugar price supports cost consumers [\\$4 billion a year](#)*
- *High sugar prices were responsible for the loss of 112,000 jobs in sugar-using industries between 1997 and 2009*

"Halloween is the biggest day of the year for our domestic candy makers. But even with the help of trick-or-treaters, these companies face stiff competition from foreign manufacturers who enjoy an unfair advantage – access to cheaper sugar. That's because of an outdated sugar policy that benefits the sugar industry at the expense of consumers and businesses," Shaheen said. "I want to urge my colleagues to support the SUGAR Act and get rid of this unnecessary program that is costing our economy \$4 billion a year. We need to stop sugar's sweet deal."

"As families across the nation indulge in a sweet tooth this Halloween, we should stop the sweetheart deal the sugar industry has negotiated for itself," said Senator Kirk. "These price supports are a jobs killer and force higher commodity prices. I'm proud to co-sponsor the SUGAR Act with Sen. Shaheen and hope we can move quickly to end this practice."

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The SUGAR Act, which was introduced by Senators Shaheen, Kirk, and Sen. Richard Durbin (D-IL) earlier this year, would phase out many of the job-killing features of the current sugar program, including marketing allotments that restrict domestic sugar production, and import restraints that make it extremely difficult for food and beverage manufacturers to make use of much-needed international supplies of sugar.

“Halloween is a time of joyfulness for children and adults alike, but the U.S. sugar policy is a truly scary tale, costing consumers billions of dollars each year,” said Larry Graham, Chairman of the Coalition for Sugar Reform and President of the National Confectioners Association. “We are grateful to Senators Shaheen and Kirk for their leadership to reform an outdated sugar policy that puts fear and dread in all of us.”

For more chilling facts about U.S. sugar policy and why reform is long overdue to protect the nation’s consumers, food manufacturers, and small businesses, visit www.SugarReform.org.

About the Coalition for Sugar Reform:

The Coalition for Sugar Reform (www.SugarReform.org) represents consumer, trade, and commerce groups, manufacturing associations, and food and beverage companies that use sugar – including confectioners, bakers, cereal manufacturers, beverage makers and dairy companies – as well as the trade associations for these industries.

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