

## **\*\*MEDIA ADVISORY\*\***

**For Immediate Release**

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# **Senator Richard Lugar Kicks off State-wide “Sweet Jobs” Tour at South Bend Chocolate Company**

*Hoosiers Have a Right to Know How U.S. Sugar Policy Impacts Small Businesses  
and Sugar-using Companies Across the State*

**(Indianapolis, IN) May 20, 2011** – On Saturday, May 21, the Coalition for Sugar Reform will join Senator Richard Lugar (R-IN) as he kicks off a state-wide “Sweet Jobs” tour to raise awareness about the need to end the costly U.S. sugar program. Indiana consumers are invited to meet the Senator and learn more about his efforts to put an end to a costly and wasteful sugar tax at the Chocolate Café “On the Circle” at 20 North Meridian Street in Indianapolis.

“The price of sugar affects food and beverage costs for all Americans, and the decades-old sugar policy must be reformed,” said Senator Lugar. “Every time Hoosiers see sugar listed as a food ingredient, they should know that are paying more than they should because of the federal government’s sugar policy.”

The current U.S. sugar policy has contributed to the loss of an estimated 112,000 jobs in American sugar-using industries between 1997 and 2009 alone, according to U.S. Department of Commerce data. In fact, the Commerce Department estimated that for every sugar growing job saved through high U.S. sugar prices, approximately three manufacturing jobs are lost. In 2007 alone, Indiana employed more than 18,000 workers in confectionery and other food and beverage manufacturing jobs across the state.

“We are honored to host Senator Lugar’s first stop on his ‘Sweet Jobs’ tour,” said Mark Turner, President of South Bend Chocolate Company. “Reform of the sugar program is long overdue, and we are grateful to the Senator for his leadership to protect small businesses against high sugar prices that eliminate thousands of American jobs and cause plants and factories to move off-shore.”

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Senator Lugar has long advocated for reform of the U.S. sugar program. In March of this year, he championed the effort with his introduction of the “Free Sugar Act.” The legislation – which will promote jobs, fight consumer price inflation, and reduce both the budget deficit and the level of government interference in private markets – demonstrates growing bi-partisan Congressional support for reforming a decades-old policy that has sent U.S. sugar prices to an all-time high.

“Sugar producers argue that it’s ‘no cost’ because they don’t receive direct payments,” continued Sen. Lugar. “Instead, businesses and consumers bear the burden for this welfare system— as much as \$4 billion a year in higher costs, according to a recent estimate.”

Hoosiers who would like to help champion U.S. sugar policy reform efforts are encouraged to contact their Member of Congress and urge them to join Senator Lugar in putting an end to “big government’s” control of sugar prices by co-sponsoring the Free Sugar Act of 2011 (S. 685, H.R. 1739).

### **\*\*MEDIA AVAILABILITY\*\***

Senator Lugar will be available to speak with reporters and answer questions about the Free Sugar Act and the impact of the U.S. sugar program on the state of Indiana.

**When:** Saturday, May 21 at 2:25 p.m. (EDT)

**Where:** South Bend Chocolate Company  
Chocolate Café “On the Circle”  
20 North Meridian Street, Indianapolis

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#### ***About the Coalition for Sugar Reform***

*The Coalition for Sugar Reform 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.*