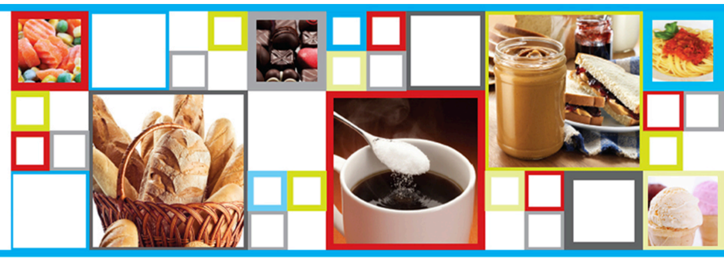
COALITION FOR SUGAR REFORM

Sweet Facts



March 4, 2013

We Agree With ASA: “Don’t Repeat Europe’s Mistakes”

Prices Are Still High in Europe Because They Left Quotas and Tariffs in Place, Similar to the Current U.S. Program

Last week, the American Sugar Alliance (ASA) ran ads urging Congress not to repeat Europe’s mistakes in “reforming” U.S. sugar policy. We couldn’t agree more!

- **The mistake of the European reform was leaving tariffs and quotas in place similar to current U.S. sugar policy.** Tariffs and import and domestic production quotas can lead to record high prices and tight supplies.

- **The European Commission Deputy Director General for Agriculture and Rural Development agrees that quotas are bad too**, saying: “For us it’s important that the quotas end because they are very rigid. We believe they are a thing of the past, and it doesn’t make sense that sugar will be the only market left with quotas in the EU.”

- **U.S. lawmakers from both sides of the aisle also agree that sugar import quotas are outdated.** The bipartisan ***Sugar Reform Act*** **(H.R. 693/S. 345)** would give USDA the flexibility to allow sugar imports into the U.S. market to “maintain adequate supplies at reasonable prices.”

Europe plans to move away from its mistaken sugar policy. We should too.

We Urge Members of Congress to Cosponsor the *Sugar Reform Act* (H.R. 693/S. 345) Now!

Learn more about the need to reform U.S. sugar policy at 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 Our objective is to reform the federal government’s intrusive, inefficient, restrictive and outdated sugar program – a decades-old subsidy that has repeatedly failed to provide adequate supplies of sugar to the U.S. market.