



Sweet Facts



March 20, 2012

Small Business Owners Across America Are Forced to Pay Nearly Twice the Average World Price for Sugar: A Price Local Job Creators and Consumers Can't Afford

Retail Bakers Speak Out on the Need for U.S. Sugar Program Reform ASAP This Year

"We have to raise prices on the baked goods we produce. Customers complain that we are expensive. This we have to listen to as a result of the high prices we are having to pay for sugar. Many customers turn away."

– *Felix Sherman, The Ambrosia Bakery, Baton Rouge, LA*

"I have been told from a leading grocery chain that they buy baked goods from Canada because sugar is cheaper there. We are exporting jobs to our neighbors for whom?"

– *Kurt Schmitt, Deerfields, Buffalo Grove, IL*

"The high price of sugar has caused our business sales to drop every quarter. We have had to lay off four people in production as well as many sales associates. Being in the bakery business for over 80 years, I have never seen times like this."

– *Charlie Riesterer, Riesterer's Bakeries, West Hempstead, NY*

"Our bakers have continually endured these increases on sugar that can no longer be allowed to go unchallenged. Without change in the sugar bailout system the continued increase will surpass the ability to pass the cost on to consumers and force the end of millions of jobs in baking and food industries throughout the U.S. The market should be allowed to work free and clear to the flow of demand, not price manipulations."

– *Dave Schmidt, Wisconsin Bakers Association, Willis, WI*

Congress – Reform Outdated Sugar Policies in the 2012 Farm Bill!

Learn more about the need to reform U.S. sugar policy in the 2012 Farm Bill 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 Our objective is to reform the federal government's intrusive, inefficient, restrictive and outdated sugar program – a decades-old subsidy that has repeatedly failed to provide adequate supplies of sugar to the U.S. market.