For Immediate Release

Media Contact:

Brooke Saltzer for the Coalition for Sugar Reform (202) 346-8859

Brooke.Saltzer@fticonsulting.com

Congressmen Joe Pitts and Danny Davis Unveil the **REAL SCARY STORY**

for Consumers and Small Businesses this Halloween Season

A Spooky Fact: New Study Finds U.S. Sugar Policy Costs Consumers \$4 Billion Each Year

(Washington, DC) October 19, 2011 – It's downright frightening that the current U.S. sugar policy costs consumers and businesses an unnecessary amount of money each year. A new study released today by U.S. Congressmen Joe Pitts (R-PA) and Danny Davis (D-IL) uncovers the true cost of the sugar program. And it's enough to make your skin crawl with dread and fear.

The <u>study</u>, conducted by Promar International, found that the extra expense to consumers and other sugar users as a result of the current policy amounts to more than \$4 billion a year. The research also determined that for the five-year period from 2004/2005 to 2008/2009, the additional annual cost to sugar consumers averaged \$2.2 billion. The calculated cost to consumers jumped to \$4.2 billion in the last two years – nearly doubling – and is expected to continue in this pattern through 2012.

"This report confirms what we've known for a long time: the federal sugar program costs Americans billions of dollars," said Congressman Pitts. "We are losing thousands of jobs in communities throughout the U.S. The sugar program hurts American food businesses facing stiff competition from overseas. While the profits of the sugar industry are guaranteed, sugar users struggle through the economic downturn. It's time for the federal government to stop playing favorites."

Congressman Davis said, "The Congress needs to address this inadequate sugar policy that unnecessarily increases the price of sugar and creates a disadvantage for food processors, bakeries and manufacturers. Chicago is home to several of these confectioners and I have seen the devastating effects of this flawed sugar policy. This report should be taken seriously and move the Congress to act. I am committed to working with Rep. Pitts to save these jobs by ending the current unfair sugar program."

Congressmen Pitts and Davis have introduced H.R. 1385, the Free Market Sugar Act, to open up the domestic sugar processing market and allow companies to compete. The Congressmen have also joined with Sen. Jeanne Shaheen (D-NH) and Sen. Mark Kirk (R-IL) to form the bipartisan Congressional Sugar Reform Caucus.

"The current U.S. sugar policy continues to cost consumers and food and beverage manufacturers billions of dollars each year, and never is the cost of candy more top of mind than during the Halloween season," said Larry Graham, Chairman of the Coalition for Sugar Reform and President of the National Confectioners Association. "We applaud Congressmen Pitts and Davis for their tireless efforts to champion reform of an antiquated sugar policy that tricks – not treats – consumers."

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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