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NCA Members Take Capitol Hill By Storm

More than 75 members of the confectionery industry came to D.C. to take Capitol Hill by storm at NCA's Washington Forum on Wednesday, September 8, 2004. NCA members participated in intensive briefing sessions on sugar reform, international trade and obesity lawsuit reform, before heading to the Hill to talk with their elected officials. NCA's Vice President of Legislative Affairs Steve Lodge urged NCA members to remember that **all politics is local and that legislators need to hear what's important to NCA members and their businesses in order to be able to act on the industry's behalf.** More than 150 total visits with Members of Congress showcased the power and priorities of the confectionery industry.

Congressman Kirk Cites Need for Sugar Reform

Representative Mark Kirk wowed the NCA audience with a stirring speech on the need for change in the U.S. sugar program. This passionate champion of sugar reform called on all present to join him as an ally in the fight for fairness. "Jobs are being lost and it's time to stand up for what's right," said Representative Kirk. As a result of NCA members visits, more than 20 Representatives committed to joining Rep. Kirk's new Congressional Caucus for Sugar Reform, an activist educational group dedicated to making meaningful reform to the U.S. sugar program.



Rep. Kirk meets with NCA constituents

NCA Members Share Capitol Hill Experiences

Political Satirists Entertained NCA Members

Mark Shields and Tucker Carlson entertained the dinner crowd with a witty and humorous discussion of the Presidential elections. Mark Shields said, "There are only three things John Kerry needs to do to win this election, and nobody knows what they are."



Jelly Belly's Bill Kelley with Mark Shields and Tucker Carlson

U.S. Economy Healthy

Dr. Martin Regalia, vice president and chief economist, Economic and Tax Policy, United States Chamber of Commerce, and frequent commentator on the health of the US economy, **presented an upbeat outlook on the US economy to the NCA Board of Directors during last week's Washington Forum.** Dr. Regalia noted that personal spending and business investment are strong, partly as a result of tax cuts, and the unemployment rate is relatively low while inflation hovers at 1.5%, despite oil prices, which are declining. Over the last year real consumption increased by 3.6%, total compensation increased by 3.9% and household wealth by 14%. Dr. Regalia's entire presentation can be found at www.ecandy.com

Vending Restriction Passed in NJ Committee

The **New Jersey Assembly Committee on Education** combined and passed three measures this week that would **restrict the sale of candy and other snack foods in the state's elementary and middle schools.** The new bill (AB 3196) would prohibit the sale of any foods and beverages classified as having "minimal nutritional value" and any product

NCA Members Share Capitol Hill Experiences

At the Recap Reception that evening NCA members shared information about what they had learned in their Hill visits on individual legislators' positions. For those who had headed up to the Hill for the first time, these "freshman lobbyists" found it **empowering and exciting to address their elected representatives on issues important to them and to the industry as a whole**. Those who were back for their second straight year noted that they had begun to develop a rapport with some of the legislators and their aides, that could help turn uninformed officials into real allies. "NCA's Washington Forum continues to develop as an important means of making the candy industry's voice heard on Capitol Hill", said NCA Chairman Jim Conlan.



NCA members gather for the Recap Reception

prohibit the sale of any foods and beverages classified as having "minimal nutritional value" and any product with more than 35% sugar or more than eight grams of fat per serving. **Home-baked or fund-raising items are exempt from the prohibitions.** The legislation must be considered next by the full State Assembly.

NCA Supports Small Business Tax Relief Bills

NCA, working with the US Chamber, supports a number of small business tax relief bills including the American Jobs Creation Act (H.R. 4520) which does the following: lowers the corporate tax rate for small business from 34% to 32%; reduces the top marginal corporate tax rate on domestic manufacturing and production from 35% to 32% and extends for 2 years \$100,000 in allowable annual expensing for small businesses. The bill must now be reconciled in a House /Senate conference and then signed by the president.

CARU publishes Guidance for Food Advertising Self Regulation

The Children's Advertising Review Unit (CARU), of which NCA and several member companies are members, has **informed NCA of the publication of a white paper, "Guidance for Food Advertising Self Regulation."** The white paper was produced because of the **concern that there could be widespread lack of awareness of the self-regulatory system's work with food advertising**, especially as the nation debates rise in obesity levels about children. The paper notes that CARU handles competitive challenges and consumer complaints, but over 95% of its reviews arise from CARU's own monitoring of television, print, radio and website advertising. **Examples of issues addresses by CARU include whether an ad encourages "excessive consumption of snack foods, denigration of meals in favor of snack foods, misleading comparisons of nutrient content, or exaggeration of the benefits of the product."** To view the white paper, [click here](#).



National Confectioners Association

8320 Old Courthouse Road, Ste 300, Vienna, VA 22812
Phone: (703) 790-5750 | Fax (703) 790-5752
Web: www.ECandyAdminV2.com | Email: info@CandyUSA.org