



State of Connecticut

HOUSE OF REPRESENTATIVES STATE CAPITOL

REPRESENTATIVE JESSE MACLACHLAN
THIRTY-FIFTH ASSEMBLY DISTRICT

LEGISLATIVE OFFICE BUILDING, ROOM 4200
300 CAPITOL AVENUE
HARTFORD, CT 06106-1591

CAPITOL: (860) 240-8700
TOLL FREE: (800) 842-1423
Jesse.MacLachlan@housegop.ct.gov

MEMBER
ENERGY AND TECHNOLOGY COMMITTEE
HIGHER EDUCATION AND EMPLOYMENT
ADVANCEMENT COMMITTEE
TRANSPORTATION COMMITTEE

Testimony

In Support of HB 6882 An Act Concerning An Educational Consumer Campaign Regarding Fructose Levels in Food
Public Health Committee
March 16, 2015

Members of the Public Health Committee- I write in support of HB 6883- AN ACT CONCERNING AN EDUCATIONAL CONSUMER CAMPAIGN REGARDING FRUCTOSE LEVELS IN FOOD. I am encouraged and unsurprised by the committee's willingness to hear testimony on a bill addressing consumer awareness, childhood diabetes, and obesity.

The concept for HB 5480, now HB 6883 came about in response to a recent trend in processed food brands wherein companies label their food as High Fructose Corn Syrup Free (HFCS Free) without properly displaying the exact level of fructose or other processed sugars. HB 6883 would launch a consumer educational campaign with the sole intent of notifying consumers- namely parents- of the likelihood of fructose in certain foods. It is imperative that parents are well equipped to regulate the diets of their children. If another labeling bill similar to 2013's GMO labeling bill cannot be mustered to address the issue, government should then divert a modest amount of funds when made available to informing the public on how harmful processed sugar is to the human body.

While HB 6883 specifies consumer education pertaining to fructose, I would suggest to the committee that language be added to include processed sugars as a whole. Specifying the harmful effects of processed sugar on the human body narrows the scope of the campaign while also recognizing that natural sugars, especially in fruit, have a place in a balanced diet.

Childhood obesity rates have tripled over the last 3 decades, according to letsmove.org, and while it may be tempting to address this issue through well intentioned taxation I would urge the committee to consider what educational methods we can implement that equip parents with information on what to look for when purchasing their children's food.

Thank you for your consideration of this issue.