



Full Service Trade Association Representing Dairy Processors, Manufacturers and Distributors Since 1928

427 S. Main St.
Syracuse, NY
13212
Phone 315-452-6455
Fax 315-452-1643
www.nedairyfoods.org

March, 2, 2016

Memorandum of opposition to HB 5303 An Act Concerning Childhood Obesity

Northeast Dairy Foods Association is a full service membership trade association consisting of over 120 dairy product processors, manufacturers and distributors conducting business in the Northeast United States and Connecticut since 1928.

The Northeast Dairy Foods Association, Inc. respectfully submits the following position and comments to members of the Committee on Children for consideration at the hearing on March 3rd, 2016.

Our association is opposed to HB 5303 in that the language of this bill does not address milk and dairy products, specifically chocolate and flavored milk.

Low fat flavored milk is preferred by young children and dairy products are so critical to their health and overall diet.

Research has shown that when flavored milk is taken out of the diets of youngsters and teenagers, consumption dramatically decreases. This leads to a lack of vital nutrients so necessary for growing young people.

We are attaching a few documents that show flavored milk, particularly chocolate milk, is preferred by young children and adolescents. When milk is absent, nutrient intake falls and youngsters end up consuming non-nutritional products as substitutes. Not a good trade.

We respectfully ask that you lay this bill HB 5303 aside until further investigation can be made as to the impacts and ramifications.

Should you have any questions, or require additional material, please contact me.

Respectfully,

Bruce W. Krupke
Executive Vice-President

President
Donald Merrigan

Vice President
Michael Suever

Secretary
Daniel Lausch

Treasurer
Michael Young

Executive Vice President
Bruce W. Krupke

Honorary Directors
Arthur Berger
Richard P. Boice

Board of Directors

James Buelow

William Byrne Jr.

Kimberly Bukowski

Joseph Duscher

William Fitchett

Terra Jackson

Daniel Lausch

Donald Merrigan

Lewis P. Miller

James Norton

Edward Pcolar

Richard Rzeszotarski

Richard Sedotto

Michael Suever

Michael Young