



News Release

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FOR IMMEDIATE RELEASE:

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NPC Praises Release of Legislative Proposal to Create Federal Preemption for Food Labeling

Washington, D.C. – The National Potato Council (NPC) today praised the release of a legislative proposal by Senate Agriculture Committee Chairman Pat Roberts that would create permanent federal preemption for food labeling requirements and urged Congress to consider and approve the legislation quickly to avoid confusion and increased costs in the marketplace.

Consumers, businesses and farmers all need uniform standards based on federal determinations for food label requirements for all foods including those made with genetically modified organisms (GMO). A patchwork of state food labeling laws will increase costs to consumers by increasing processing and packaging costs without any associated benefit.

Vermont’s mandatory labeling law for foods containing ingredients that have been genetically modified takes effect in July and unless Congress acts swiftly, families, farmers and food companies will face confusion and higher food costs in the market place – with low-income Americans being hit the hardest.

“U.S. potato growers thank Chairman Roberts for introducing national labeling legislation that is a reasonable, common-sense approach that provides consumers easy access to product information and will not result in increased food costs,” said John Keeling NPC Executive Vice President. “We look forward to working with both sides of the aisle to ensure that this legislation is approved by Congress in a timely manner.”

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The National Potato Council is the advocate for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. NPC supports the U.S. potato industry by monitoring issues affecting the strength and viability of the potato industry, influencing regulators and legislators on issues crucial to the industry's long term success,

ensuring fair market access for potatoes and potato products, and bringing the unique issues and interests of diverse growing regions in the U.S. together on a national level.