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SUGAR

Question: Is the U.S. running out of sugar?

Answer: The world sugar supply has become increasingly tight in recent months. Crop setbacks in a number of countries will prevent production from keeping pace with the normal growth of consumption. Since the U.S. imports about one-half of the sugar it consumes, we are directly affected by the world situation. We do not face the risk of running out of sugar. But until production catches up with the growth in demand, we will experience much higher sugar prices than we would like. Consumers can help prevent the escalation of sugar prices by buying wisely. The Government will do everything it can to stimulate production.

CIEP
11-13-74

November 8, 1974

SUBJECT:

SUGAR

What is the Administration going to do to bring down sugar prices?

GUIDANCE: The Government is attempting to discourage consumption.

How will the Government do this?

GUIDANCE: We are working with drug chains, various manufacturers, such as Coca-cola, Pepsi-cola, etc. There is a possibility that those companies would have a price differential between those sodas with sugar and those that are sugar-free, etc.

Is there a possibility you would impose export controls?

GUIDANCE: We feel that controls would be counter-productive.

*Council on Wage and price
Statute looking into it.*

JGC

