

Rep. Peter Welch is again standing up for the integrity of real Vermont maple syrup and those who produce it. In a letter to seven national supermarket chains, Welch is requesting that real Vermont maple syrup be shelved separately from table syrup masquerading as such.

Welch's letter takes issue with the placement of a line of Log Cabin table syrup called "All Natural Syrup". The product is packaged in jugs nearly identical to the ones used by Vermont maple syrup producers and is often placed on the same shelf. Despite the "All Natural" assertion and similar packaging, the product shares little with real Vermont maple syrup.

"Real Vermont maple syrup is a product of hard work, dedicated farmers and centuries of expertise passed down through the generations," wrote Welch. "To ensure your consumers are aware that Log Cabin's product is table syrup, not real maple syrup, I ask that you shelve Log Cabin All Natural Syrup apart from real maple syrup in your stores..."

In September, Pinnacle Foods – the maker of Log Cabin syrup products – agreed to remove the ingredient caramel color from its "All Natural Syrup" brand after Welch called into question whether the company was violating FDA guidelines. Welch's most recent efforts come after repeated calls for Log Cabin to change its packaging, which have thus far been ignored.

Welch's letter was sent to the following supermarket chains: Wal-Mart Stores, Kroger Co., Costco Wholesale Corp., Safeway, Supervalu, Hannaford and Price Chopper.

Welch's letter is copied below:

Mike Duke

Chief Executive Officer

Wal-Mart

702 SW 8th Street

Bentonville, Arkansas

Dear Mr. Duke,

I ask that you take a stand against consumer deception and misrepresentation of a product attempting to masquerade as real maple syrup.

Last year, Log Cabin Syrup released a line of table syrup called "All Natural Syrup." Log Cabin has chosen to package its product in brown plastic jugs nearly identical to the jugs used by Vermont maple syrup producers. Despite repeated correspondence between Log Cabin, my office and the Vermont Agency of Agriculture, Log Cabin has refused to repackage this product.

I worry that consumers in your stores may mistake Log Cabin All Natural Syrup with real maple syrup because of the packaging similarities.

Real Vermont maple syrup is a product of hard work, dedicated farmers and centuries of expertise passed down through the generations.

To ensure your consumers are aware that Log Cabin's product is table syrup, not real maple syrup, I ask that you shelve Log Cabin All Natural Syrup apart from real maple syrup in your stores and I thank you if you have already taken this step.

Thank you for consideration of this matter.

Sincerely,

PETER WELCH

Member of Congress