

# STATE OF MISSISSIPPI

Office of the Governor



March 18, 2013

TO THE MEMBERS OF THE MISSISSIPPI HOUSE OF REPRESENTATIVES AND THE MISSISSIPPI STATE SENATE:

## GOVERNOR'S SIGNING STATEMENT FOR SENATE BILL 2687

I am signing Senate Bill 2687, "AN ACT TO RESERVE TO THE LEGISLATURE ANY REGULATION OF CONSUMER INCENTIVE ITEMS AND NUTRITION LABELING FOR FOOD THAT IS A MENU ITEM IN RESTAURANTS, FOOD ESTABLISHMENTS AND VENDING MACHINES; TO SPECIFY THAT THE ACT WOULD NOT AFFECT THE FEDERAL REGULATION OF NUTRITION LABELING UNDER EXISTING FEDERAL LAW; AND FOR RELATED PURPOSES."

This bill reserves to the Legislature the authority to regulate the sale and marketing of food on a statewide basis. It protects consumers' freedom of choice and avoids a patchwork of inconsistent regulations on retailers that operate across jurisdictional lines. Further, this bill will not affect laudable efforts by local schools to ensure that food offered in schools is healthy and nutritious. Recent studies show that obesity among our Mississippi elementary students has fallen 13.3% between 2005 and 2011. Efforts like these are essential to the continued improvement of the health of Mississippi's schoolchildren.

It simply is not the role of the government to micro-regulate citizens' dietary decisions. The responsibility for one's personal health depends on individual choices about a proper diet and appropriate exercise. Leading a healthy lifestyle is important to me, and it is a personal priority of mine to educate Mississippians on the importance of making good health decisions.

Respectfully submitted,



Phil Bryant  
Governor

