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HOUSE MEMORIAL 2

44TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 1999

INTRODUCED BY

Miguel P. Garcia

A MEMORIAL

EXPRESSING CONCERN THAT WELFARE-TO-WORK PROGRAM CLIENTS, TEMPORARY ASSISTANCE FOR NEEDY FAMILIES CLIENTS AND OTHER LOW- AND MODERATE-INCOME PEOPLE ARE UNABLE TO PURCHASE BREAKFAST CEREAL DUE TO THE EXCESSIVE COSTS OF THOSE CEREALS; REQUESTING THE INDUSTRY TO REVIEW PRICING OF THEIR PRODUCTS TO ENSURE THAT WHOLESOME BREAKFAST CEREALS ARE AVAILABLE AT REASONABLE COST SO THAT PEOPLE ON PUBLIC ASSISTANCE AND THOSE OF LOW AND MODERATE INCOME CAN AFFORD TO PURCHASE NUTRITIOUS BREAKFAST CEREALS.

WHEREAS, congress has required states to adopt programs that will encourage and help people in need of public assistance to acquire work skills and seek employment; and

WHEREAS, New Mexico is implementing the New Mexico Works Act, welfare-to-work programs and programs for temporary

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1 assistance for needy families; and

2 WHEREAS, these programs have been created to aid low-
3 income people to meet the basic needs of their families; and

4 WHEREAS, one of the basic needs of every person is to
5 begin the day with a nutritious breakfast; and

6 WHEREAS, the cost of breakfast cereals has become so high
7 that it has surpassed an affordable level for low- and
8 moderate-income families in New Mexico; and

9 WHEREAS, breakfast cereal is becoming an item of
10 necessity for many working families, where both parents are
11 members of the work force, whether through public assistance
12 programs or otherwise; and

13 WHEREAS, the cost of breakfast cereal has shown a sharp
14 increase in cost in the past five years;

15 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
16 REPRESENTATIVES OF THE STATE OF NEW MEXICO that the cereal
17 industry, as well as those wholesalers and retailers involved in
18 the sale of breakfast cereals to New Mexico families, make
19 conscientious efforts to reduce the price of breakfast cereals so
20 that they become affordable to all families, including those
21 families in which the parents are receiving temporary assistance
22 for needy families and those families of low or moderate income
23 located in New Mexico; and

24 BE IT FURTHER RESOLVED that copies of this memorial be
25 transmitted to the home offices of Albertson's, Furr's, Safeway,

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1 Lucky Savon, Smith's and Wild Oats and Alfalfa's and to the
2 producers of Kelloggs, Nabisco, Post and other breakfast cereals.

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1 FORTY-FOURTH LEGISLATURE
2 FIRST SESSION, 1999
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6 January 28, 1999
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8 Mr. Speaker:
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10 Your CONSUMER AND PUBLIC AFFAIRS COMMITTEE, to
11 whom has been referred
12

13 HOUSE MEMORIAL 2
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15 has had it under consideration and reports same with
16 recommendation that it DO PASS, amended as follows:

- 17 1. On page 3, line 1, after "and" insert "affiliated
18 local stores".
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FORTY-FOURTH LEGISLATURE
FIRST SESSION, 1999

HCPAC/ HM2

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Respectfully submitted,

Patsy Trujillo Knauer,
Chairwoman

Adopted _____

Not Adopted _____

(Chief Clerk)

(Chief Clerk)

Date _____

The roll call vote was 7 For 0 Against

Yes: 7

Excused: None

Absent: None

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