

To Governor Snyder, the Michigan Legislature, and the people of Michigan:

Mend It, Don't End It – Alcohol Laws and Controls Work in Michigan!

We, the undersigned, as the representative of an organization or as an individual citizen, support Michigan's alcohol laws, and the state's ability to establish these regulations.

Michigan's alcohol laws and controls work well and are necessary to promote business and protect public health.

Since 1997, underage drinking has declined significantly (as measured by the Michigan Youth Risk Behavior Survey) and is better than the national average.

- Lifetime use: Michigan average 68.8% in 2009, down from 81.9% in 1997. (National average: 72.5% in 2009)
- Alcohol use before age 13: Michigan average 18.8% in 2009, down from 34.9% in 1997. (National average: 21.1% in 2009)
- Use in the past 30 days: Michigan average 37% in 2009, down from 50.5% in 1997. (National average: 41.8% in 2009)
- Binge drinking: Michigan average 23.2% in 2009, down from 32.4% in 1997. (National average: 24.2% in 2009)

A proper balance between business growth and public health is good for everyone. Michigan's alcohol laws and accountability measures have found this proper balance.

According to 2010 data, Michigan had the lowest consumption rate among our Midwest neighbors, yet saw solid growth in Michigan's homegrown beer and wine industries. Here are just a few examples of progress by Michigan's beer and wine producers:

- Michigan's total of more than 80 beer-makers ranks fifth nationally; at least three more plan to open this year.¹
- In 2010, Michigan's craft beer industry had its largest growth spike ever, jumping 21 percent in sales over 2009 – outpacing the national average of 5 percent. Its growth counters the U.S. beer industry as a whole, which declined 4 percent in 2010.²
- Michigan wines are also expanding at a rate of around 10 percent every year since 2005, according to the Michigan Grape and Wine Industry Council.

¹ Associated Press, 2/28/2011

² *The Eastern Echo*, 7/01/2011

We support Michigan's alcohol accountability measures and urge you to join us. Alcohol is not toothpaste, T-shirts or iced tea, but beverages that must be monitored, controlled and consumed only by legal adults.

- Strong alcohol regulations protect public safety and help fight minors' access to alcohol. States with strong alcohol regulations had 7.5 percent fewer fatal alcohol-related crashes in 2009 than states with looser regulations.³
- Michigan's alcohol regulation system is the gold standard for keeping out contaminated and tainted products. The producer-distributor-retailer system of alcohol distribution, coupled with territorial integrity, ensures that all alcohol products are tracked and accounted for at every stage.
- Deregulating or privatizing alcohol would put the public's health at risk. In February 2011, the United States Center for Disease Control (CDC)'s Task Force on Community Preventive Services reported, "Based on its charge to identify effective disease and injury prevention measures, The Task Force on Community Preventive Services recommends against the further privatization of alcohol sales in settings with current government control of retail sales, based on strong evidence that privatization results in increased per capita alcohol consumption, a well-established proxy for excessive consumption."⁴
- Michigan is one of 18 control states and generates about \$330 million in general fund revenue. This revenue helps to fund essential services like police, fire, schools, roads and economic development.
- Michigan's alcohol laws and accountability measures protect citizens by using a wide range of tools that work and will continue to work. These accountability measures include background checks on anyone applying for liquor licenses, strong enforcement operations that prevent illegal underage drinking and other steps that help reduce crime while encouraging moderation.

³ Fatality Analysis Reporting System, National Highway Traffic Safety Administration ([www-fars.nhtsa.dot.gov/Crashes/CrashesAlcohol.aspx](http://www.fars.nhtsa.dot.gov/Crashes/CrashesAlcohol.aspx))

⁴ U.S. Department of Health and Human Services, "Preventing Excessive Alcohol Consumption: Privatization of Retail Alcohol Sales" (www.thecommunityguide.org/alcohol/RRprivatization.html)

For these reasons, we support Michigan's system of alcohol regulations.

Michigan's alcohol laws are essential to protecting the public, reducing underage drinking, moderating consumption and supporting our economy and local jobs. We urge you to join us in supporting Michigan's alcohol laws.

PRINTED NAME

DATE

SIGNATURE

DATE

ORGANIZATION REPRESENTED (If this line is completed we will name the organization as supporting-Not the individual.)

MAILING ADDRESS

CITY

ZIP CODE

EMAIL ADDRESS

PHONE NUMBER

Please return signed form to Michigan Alcohol Policy Promoting Health & Safety (MAP) at P.O. Box 232, Perry, Michigan 48872. Thank you for your participation.