

February 09, 2009

Dear Pizza Hut Restaurant Manager:

On behalf of 26,000 corn producers across the state of Nebraska and more than 2,000 Nebraska Corn Growers Association members, we would like to express our frustration with Pizza Hut's new ad campaign for its "Natural" pizza that implies high fructose corn syrup is not "natural" or "honest". It begs the question of whether Pizza Hut is being honest in its advertising.

First, did you know that the US Food and Drug Administration (FDA) has declared that fructose corn syrup (HFCS) is a natural product? FDA determined that HFCS fits into the natural category and can be labeled as a natural food ingredient since it does not include anything artificial or synthetic.

Secondly, did you know that HFCS has virtually the same composition as sugar, honey and many fruits? This is why FDA first ruled that HFCS was perfectly safe in 1983 and then reaffirmed this position in 1996.

As you know, HFCS is made from corn; corn that is raised by honest, hard working producers across Nebraska and the nation. It's the very same corn used to feed the beef, pork, poultry and dairy industries that your restaurant relies on to provide safe and wholesome ingredients for your pizzas and other items on your menu. When a company challenges that very product and questions the characteristics of that product, it damages its reputation and calls into question its safety in every instance it is used.

We ask that you reconsider the deceptiveness in Pizza Hut's ad campaign, take corrective action and let Pizza Hut corporate know that its advertising and marketing tactic in this case does not sit well with many customers in Nebraska and all across the Midwest – the very places Pizza Hut got its start.

Sincerely,



Jon Holzfaster
Chairman, Nebraska Corn Board



Brandon Hunnicutt
President, Nebraska Corn Growers Association