



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

December 2016

CHOICE Act, H.R. 5983, Section 335, Removes Debit Choice and Competition

Dear Congressional Leadership,

As grocers accepting debit cards from customers every day in every congressional district across the nation, we want to make sure you are aware of our strong opposition to an attempt to eliminate competition and efficiency on these transactions.

We **strongly oppose Section 335 of H.R. 5983, the Financial CHOICE Act**, which would repeal debit reforms that are very important to our businesses. We understand this legislation may be considered on the House floor during the lame duck session after the election.

The debit reforms were passed in 2010 and have been working ever since that time to rein in the anticompetitive practices of the largest card brands by requiring them to allow smaller networks to compete for both bank and merchant routing business every time a card is swiped by a customer. Today, we have at least two ways to route every debit transaction. By having to compete in the open market, networks have become more efficient, and merchants have experienced increased reliability and security while reducing fees. Repealing this law today would remove this competition and efficiency.

The 2010 reforms also brought transparency and predictability to the cost of accepting debit cards from the nation's largest issuing banks. As the swipe fee caps only apply to financial institutions with over \$10 billion in assets, repealing the debit reform law will allow the giant banks to raise prices even higher on an industry that survives on an average 1% profit margin every year. The banks are already guaranteed over a 500% profit on these transactions under the Federal Reserve caps.

Legislation that is considered by Congress should work to foster competition and innovation. Section 335 of the so-called CHOICE Act (H.R. 5983) does the exact opposite by removing competition and choice. We request that you **oppose Section 335 of H.R. 5983** if it is considered individually or as part of a package during the post-election lame duck session.

Sincerely,

JOHN LUCOT

Giant Eagle, Inc.

Pittsburgh, PA

Hans Meijer

Meijer Inc.

Grand Rapids, MI

Art Potash

Potash Markets

Chicago, IL

Richard Anicetti

The Fresh Market

Crossboro, NC

Robert E Bartles

Martin's Super Markets Inc

South Bend IN

Steph Albrecht  
ACME FRESH MARKET  
AKRON, OHIO

Randy Skoda

TOPCO ASSOCIATES LLC

ELK Grove Village, IL

CHRISTY SPORA

ELLWOOD CITY SAVE-A-LOT

ELLWOOD CITY, PA 16117

Timothy J. Devanney

Highland Park Market Inc.

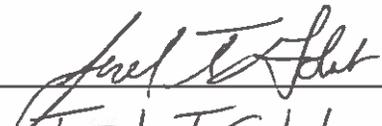
317 Highland St, Manchester, CT 06040

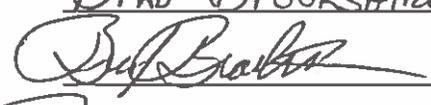
GERRY R "RUDY" DORY

NEWPORT AVE MARKET

1121 NW NEWPORT AVE, BEND, OR 97702

  
Lari Youngquist  
Knowlins Super Markets

  
Jerel T. Golub  
Price Chopper Supermarkets  
Schuylkill, NY

BRAD BROOKSHIRE  
  
BROOKSHIRE Grocery Co  
Tyler, TEXAS

Mark Skogen  
  
Festival Foods  
Deperre, WI

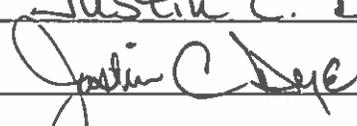
Craig Boyer  
  
HEB  
San Antonio, TX

  
Fred J Morganthall II  
The Kroger Company  
Cincinnati, Ohio

  
EDMUNDO KEVIN DAVIS  
BRISTOL FARMS, INC  
CARSON, CALIFORNIA

FRANK CURCI

  
TOPS MARKETS, LLC  
BUFFALO, NY

Justin C. Dye  
  
ALBERTSON'S COMPANIES  
BOISE, IDAHO

Brian George



Alex Lee, Inc.

Hickory, NC

W. Lee Johnson  
W. Lee Flowers Co., Inc.  
Lake City, S.C.

E. Lee Johnson  
The Coca-Cola Co.  
Atlanta, GA

Jonathan Weis  
Weis Markets, Inc.  
Sunbury, PA

Todd Jones  
Publix Super Markets

Judith G. Spores  
Kings/Balducci  
Carlsippany, NJ

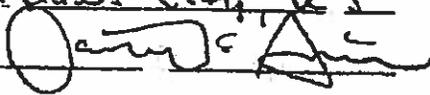
Dean Janeway  
Key Food Stores  
Staten Island, NY

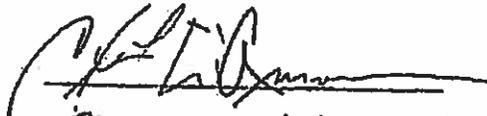
Jerry Monfort  
Anderson's Community Markets  
San Francisco, CA

James E. Furbush  
K&H Distributors  
Chicago, IL

Mark Batavia  
IGA INC.  
Chicago, ILL.

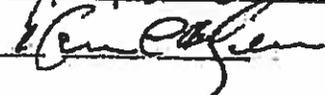
John S. Colabella  
Shop Rite of Hunterdon County Inc  
Flemington, NJ

David E. Smith  
Associated Wholesale Grocers  
Kansas City, MO  


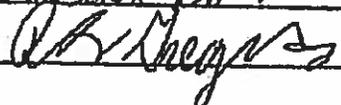
  
Charles L. D'Amore  
BIG Y FOODS, INC.  
SPRINGFIELD, MA

Joseph Smerick  
Whitbread Food Corp  
Franklin, NJ

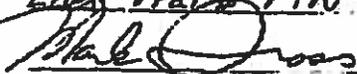
  
Kevin Holt  
Ahold USA  
Carlisle, PA

Norman Mayner  
Dorothy Lane Meats  
Mentzer, OH  


  
Food City Stores  
Abingdon, VA  
Steven C. Smith

Peter Gregerson Jr.  
Gregerson's Foods Inc  
Gadsden, AL  


  
Charles Redfield  
Walmart U.S. Food  
Bentonville, AR

Mark Gross  
SuperValu Inc  
Eden Prairie MN  


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