

Dear Chair Kornheiser and members of the committee,

My apologies for not being able to be there in person this week but I cover both New Hampshire and Vermont for the American Cancer Society Cancer Action Network (ACSAN is the advocacy affiliate of the American Cancer Society) and had several hearings in Concord that I needed to testify at. First let me say thank you for the time you have devoted to this important issue. ACSCAN is very much in favor of S. 18 for a myriad of health reasons that we presented to the Human Services committee, but I'd like to share some information from NH that you as members of the Ways & Means committee may find useful, especially considering some of the information you heard earlier regarding cross border sales, especially the effect the Massachusetts flavor ban has had on NH sales.

Given I've never had the pleasure of coming before the Ways & Means committee, I thought I better introduce myself as well. My name is Mike Rollo, and for the past 13 years I have had the honor of serving as the Government Relations Director for NH, and now VT as well for ACSCAN. Prior to that I served 12 years as a member of the New Hampshire House of Representatives and as a Select Board member from a border community, so I truly do understand and appreciate the complexities of this issue for each of you.

The restrictions on sales of flavored tobacco went into effect in June of 2020 in Massachusetts. NH's Fiscal year begins on July 1 and ends on June 30. As you can see from the attached Revenue Focus Reports for the Fiscal Years 21, 22, and 23, NH saw an increase for FY 21, and then a drop in FY 22, FY 23, and in FY24 NH is currently \$12.7 million below plan or \$14.9 million below prior year sales.

Revenue Results Summary – Fiscal Year 2021:

- **Tobacco Tax was above plan by 25.4% and above prior year by 18.7%**

Revenue Results Summary – Fiscal Year 2022:

- **Tobacco Tax was below plan by 6.3% and below prior year by 8.1%**
- **“Overall fiscal year to date tobacco tax stamp sales have reduced when compared to tobacco tax stamp sales in fiscal year to date 2021, moving towards pre-pandemic levels.”**

Revenue Results Summary – Fiscal Year 2023:

- **Tobacco Tax was below plan by 9.3% and below prior year by 6.2%**

As you can see, NH hasn't met its revenue estimates, let alone prior year sales since the first year of the Massachusetts policy going into effect. The notion that we keep hearing from the tobacco industry and their allies that NH is experiencing a windfall from the Massachusetts flavor restriction just isn't reflected in actual sales data.

All the above information can be found in the attached reports and I'm more than happy to walk any of you through them. I plan on being in Montpelier on Tuesday next week if I can be of any help or would like to discuss any of this in person.

Thank you again for your time and consideration and for all that you do for the people of Vermont.

Sincerely,



Mike Rollo

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