

**CASE STUDY:
IMPLEMENTING A SUGAR TAX IN CARIBA**

**INTERNATIONAL NETWORK FOR GOVERNMENT
SCIENCE ADVICE CARIBBEAN CAPACITY BUILDING
WORKSHOP**

**Dr. Fitzroy J. Henry
Professor, Public Health Nutrition
University of Technology, Jamaica**

**Kingston, Jamaica
February 20, 2018**

From **Nutritional Science** To **Public Policy**

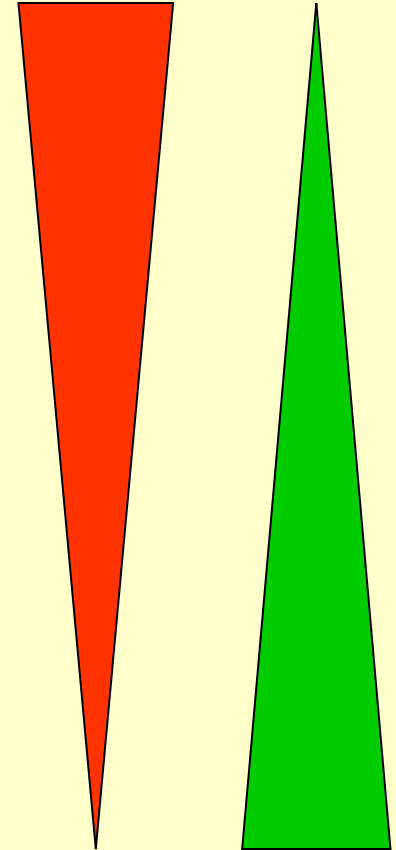


REQUIRED STRATEGIC CHANGES

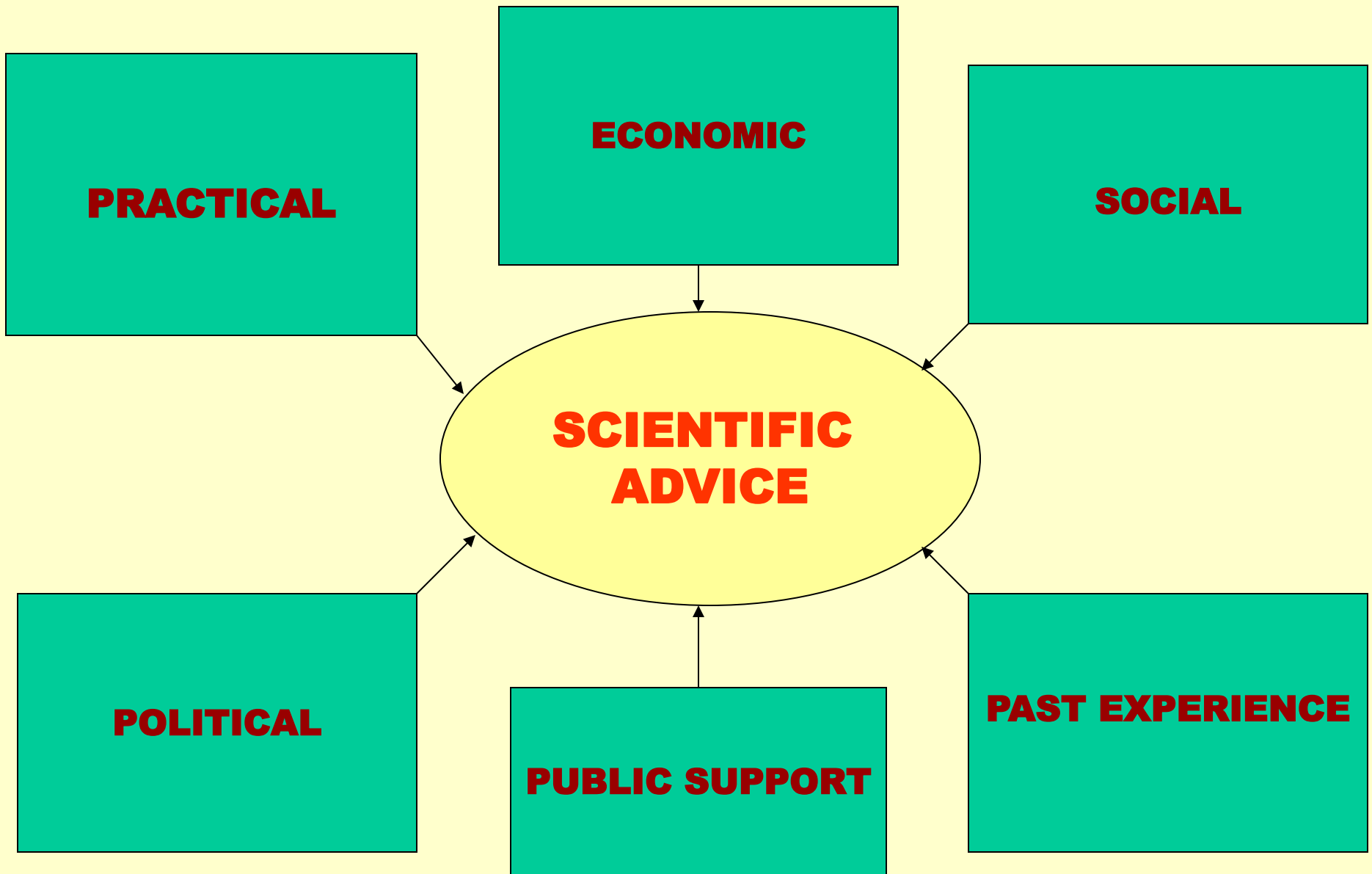
Effort
(Past)

Effort
(Future)

- Health Staff Training
- Public Education
- Behavior Change Efforts
(School, Work, Community)
- Fiscal (Dis) Incentives
- Regulation & Standards



SCIENTIFIC ADVICE & DECISION MAKING



THE CASE OF A SUGAR TAX?

INEXPENSIVE

ABUNDANT

HIGH IN CALORIES

DELIVER LITTLE OR NO NUTRITION

APPEAL TO OUR TASTE FOR SWEETNESS

>> 75% Jamaicans drink more than 1 SSB every day

JAMAICA



THE QUESTION FOR THIS CASE

**WHEN IS SCIENTIFIC ADVICE
ENOUGH
FOR DECISION-MAKING?**

SCIENCE ADVICE # 1:

**WHY IMPLEMENT IN JAMAICA?
WHERE HAS IT WORKED?**

**SHOW THAT OTHER COUNTRIES
ARE IMPLEMENTING A TAX..AND
SUCCESSFULLY**

Sugary drink taxes: Americas

IMPLEMENTED

SEATTLE, WA: 1.75 cents per ounce

on sugary drinks; exempts diet sodas, milk-based products, & fruit juice.
Implemented January 2018

SAN FRANCISCO, CA: 1 cent per ounce

on drinks with added sugar and >25 kcal per 12 oz; applies to syrup and powder concentrates; exempts 100% juice, artificially sweetened beverages, infant formula, milk products, medical drinks, and alcoholic beverages. *Implemented January 2018*

ALBANY, CA: 1 cent per ounce

on drinks with added caloric sweetener; exempts 100% juice, artificially sweetened beverages, infant formula, milk products, medical drinks, and alcoholic beverages.
Implemented April 2017

BERKELEY, CA: 1 cent per ounce

on sweetened drinks; exempts meal-replacement and dairy drinks, diet sodas, fruit juice, and alcohol. *Implemented March 2015*

OAKLAND, CA: 1 cent per ounce

on drinks with added sugars; exempts 100% juice, artificially sweetened beverages, infant formula, milk products, medical drinks, and alcoholic beverages. *Implemented July 2017*

BOULDER, CO: 2 cents per ounce

on beverages with added sugars or sweeteners.
Implemented Jul. 2017

PHILADELPHIA, PA: 1.5 cents per ounce

on sugar- and artificially-sweetened drinks, incl. diet soda.
Implemented Jan. 2017

NAVAJO NATION: 2% junk food tax

on "minimal-to-no nutritional value food items," including sugar-sweetened beverages. *Implemented Apr. 2015*

DOMINICA: 10% excise tax

on food and drinks with high sugar content, including soft drinks and energy drinks.
Implemented Sept. 2015

BARBADOS: 10% excise tax

on sugary drinks, including carbonated soft drinks, juice drinks, and sports drinks; exempts 100% juice, coconut water, and plain milk.
Implemented Aug. 2015

MEXICO: 1 peso per liter (\$0.05)

on all drinks with added sugar, excluding milks or yogurts.
Implemented Jan. 2014

CHILE: 18% ad valorem tax

on sugary drinks containing >6.25 g sugar/100 mL; includes all non-alcoholic drinks with added sweeteners; exempts 100% fruit juice and dairy-based beverages;
10% ad valorem tax on drinks with <6.25 g sugar/100 mL. *Implemented Oct. 2014*

Updated 12/22/17

Copyright 2018 Global Food
Research Program UNC

Sugary drink taxes: Europe

IMPLEMENTED

PASSED

BELGIUM: €0.068 per L (\$0.08) excise

on soft drinks with added sweeteners; **€0.41/L (liquids) (\$0.49)** and **€0.68/100 kg (\$0.81) (powders) excise** on concentrates.
Implemented Jan. 2016

UNITED KINGDOM: £0.18 per liter (\$0.24)

on drinks with >5 g total sugar/100 mL; **£0.24 per liter (\$0.32)** on drinks with >8 g total sugar/100 mL. *Implementation Apr. 2018*

IRELAND: Tax rate and details TBD.

Implementation Apr. 2018

FRANCE: €0.11 per 1.5 L (\$0.13)

on drinks with added sugars or artificial sweeteners. *Implemented Jan. 2012.*
2018 UPDATE: Sliding scale tax, up to **€20 per hL (\$0.24/L)** if >11g sugar/100mL.

CATALONIA, SPAIN: €0.12 per L (\$0.14) levy

for drinks with added sugars and >8 g sugar/100 mL, or **€0.08 per L (\$0.09)** for 5–8 g sugar/100 mL.
Implemented May 2017

PORTUGAL: €8.22 per hectolitre (\$0.097/L)

on drinks with a sugar content of <80 g/L or **€16.46 per hectoliter (\$0.195/L)** on drinks with >80 g/L sugar. *Implemented Feb. 2017*

ST HELENA: £0.75 per L (\$1.00) excise duty

on carbonated drinks with ≥15 g sugar/L. *Implemented May 2014*

NORWAY: 3.34 NOK per L (\$0.40)

on drinks containing added sugar or sweeteners; **20.32 NOK/L (\$2.44)** on syrup concentrates.
Implemented 1981

FINLAND: €0.22 per L (\$0.26)

on sugar-containing soft drinks; **€0.11/L (\$0.13)** on sugar-free soft drinks, mineral waters.
Implemented 1940, updated 2011

ESTONIA: €0.10 per liter (\$0.12)

on drinks with 5-8 g sugar/100 mL or only artificial sweeteners; **€0.20/L (\$0.24)** for artificial sweeteners and 5-8 g sugar/100 mL; **€0.30/L (\$0.36)** if >8 g sugar/100 mL. *Implemented Jan. 2018*

HUNGARY: 7 HUF per L (\$0.03)

on soft drinks; **200 HUF/L (\$0.76)** on syrup concentrates. *Implemented 2011*

Updated 12/22/17

*Copyright 2018 Global Food
Research Program UNC*

Sugary drink taxes:

Africa, Middle East, Asia, and Pacific

IMPLEMENTED

PASSED

INDIA: 40% (28% tax + 12% cess)

on flavored and sweetened aerated waters. *Implemented Jul. 2017*

UNITED ARAB EMIRATES: 100% excise tax

on energy drinks; **50% tax** on all carbonated drinks except sparkling water. *Implemented Oct. 2017*

SAUDI ARABIA: 100% excise

on energy drinks, **50% tax** on carbonated drinks. *Implemented Jun. 2017*

MAURITIUS: MUR 0.03 per g sugar (\$0.0009)

on sodas, syrups, and fruity drinks with added sugar. *Implemented Jan. 2013, updated Oct. 2016*

SOUTH AFRICA: ZAR 0.021 per g sugar (\$0.002)

on sugary drinks and concentrates (4g per 100mL exempt). If sugar not labeled, default tax based on 20 g sugar/100mL; exempts dairy drinks and fruit, vegetable juices. *Implementation Apr. 2018*

PHILIPPINES: P6 per L (\$0.12)

on drinks using sugar and artificial sweeteners; **P12 per L (\$0.24)** on drinks using HFCS; exempts dairy drinks, sweetened instant coffee, drinks sweetened using coco sugar or stevia, and 100% juices. *Implemented January 2018*

THAILAND: 3-tiered ad valorem and excise

on all drinks with >6 g sugar per 100mL. Ad valorem rate will decrease over time as excise increases. Drinks with >6g sugar per 100mL will face higher tax rates, up to 44 baht/L for drinks with >10g sugar per 100mL from 2023 onwards. *Implemented Sept. 2017*

SRI LANKA: LKR 0.50 per g sugar

(\$0.003) on sweetened drinks, or **Rs 12 per L (\$0.08)** — whichever is higher. *Implemented Nov. 2017*

BRUNEI: BND 4.00 per 10 L (\$ 0.298/L) excise

on all drinks with >6 g sugar per 100mL. *Implemented Apr. 2017*

SAMOA: 0.40 WST per L (\$0.16)

on carbonated beverages. *Implemented 1984*

FR. POLYNESIA: 40 CFP/L local (\$0.40); 60 CFP/L import tax (\$0.60)

on sweetened drinks. *Implemented 2002*

FIJI: 0.30 FJD per L local (\$0.15); 15% import duty

on sweetened drinks. *Updated 2016. 10% import duty on concentrates. Implemented 2007*

NAURU: 30% import duty

on all products with added sugars (+ removal of bottled water levy). *Implemented 2007*

COOK ISLANDS: 15% import duty

(with 2% rise per year) on sweetened drinks. *Implemented 2013*

TONGA: 1 Pa'anga per L (\$0.45)

on carbonated beverages. *Implemented 2013*

KIRIBATI: 40% excise tax

on drinks containing added sugar and fruit concentrates, 100% juices exempt. *Implemented 2014*

VANUATU: 50 vatu/L excise

(\$0.46) on carbonated beverages containing added sugar or other sweeteners. *Implemented February 2015*

HAS IT WORKED?

MEXICO

6% > IN YEAR 1

9% > IN YEAR 2

BARBADOS

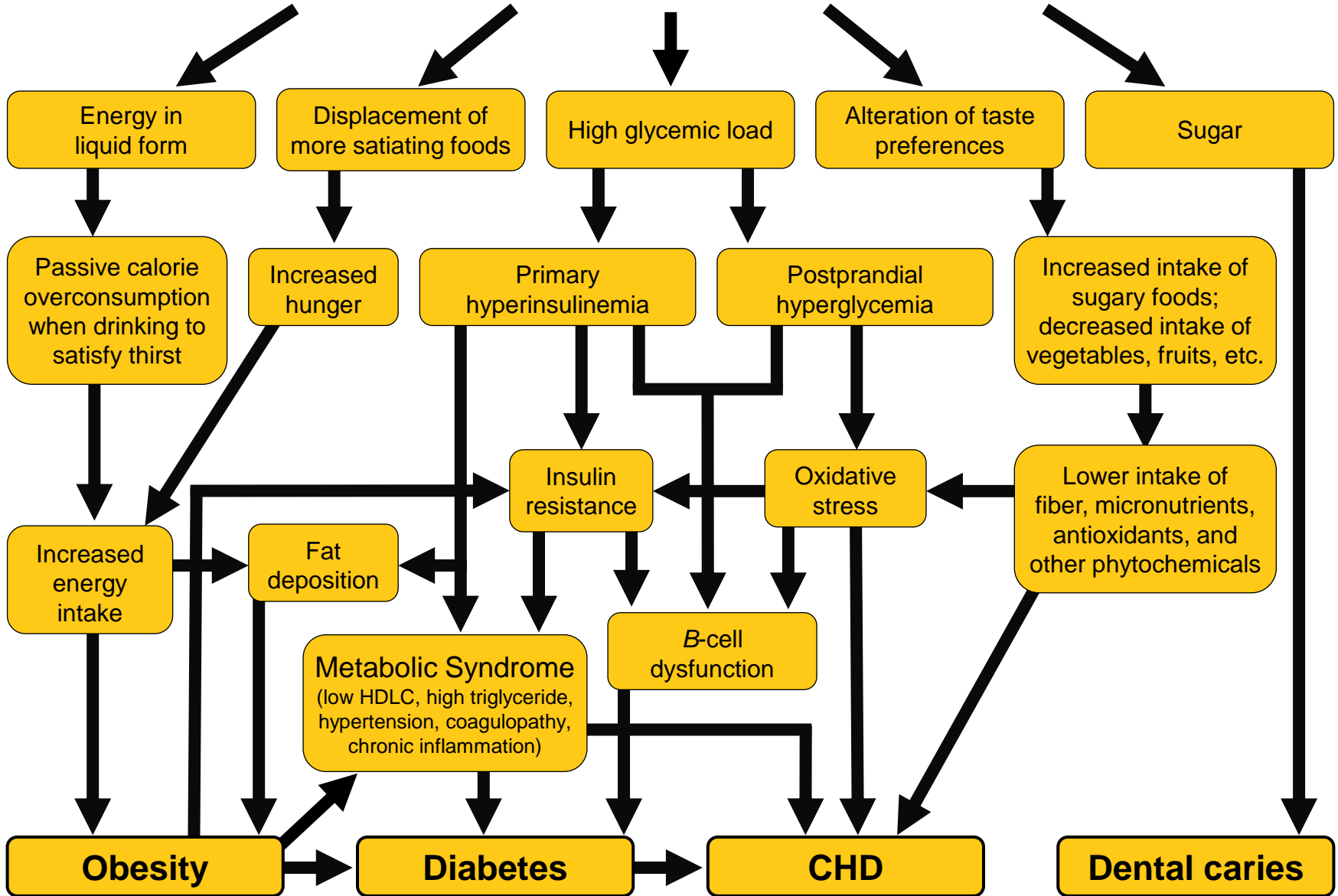
10%? > IN YEAR 2

**IS THIS CONVINCING
ENOUGH FOR DECISION-
MAKING?**

SCIENCE ADVICE # 2:
WHY BOTHER?

**SHOW THE HEALTH
CONSEQUENCES OF EXCESS
SUGAR CONSUMPTION**

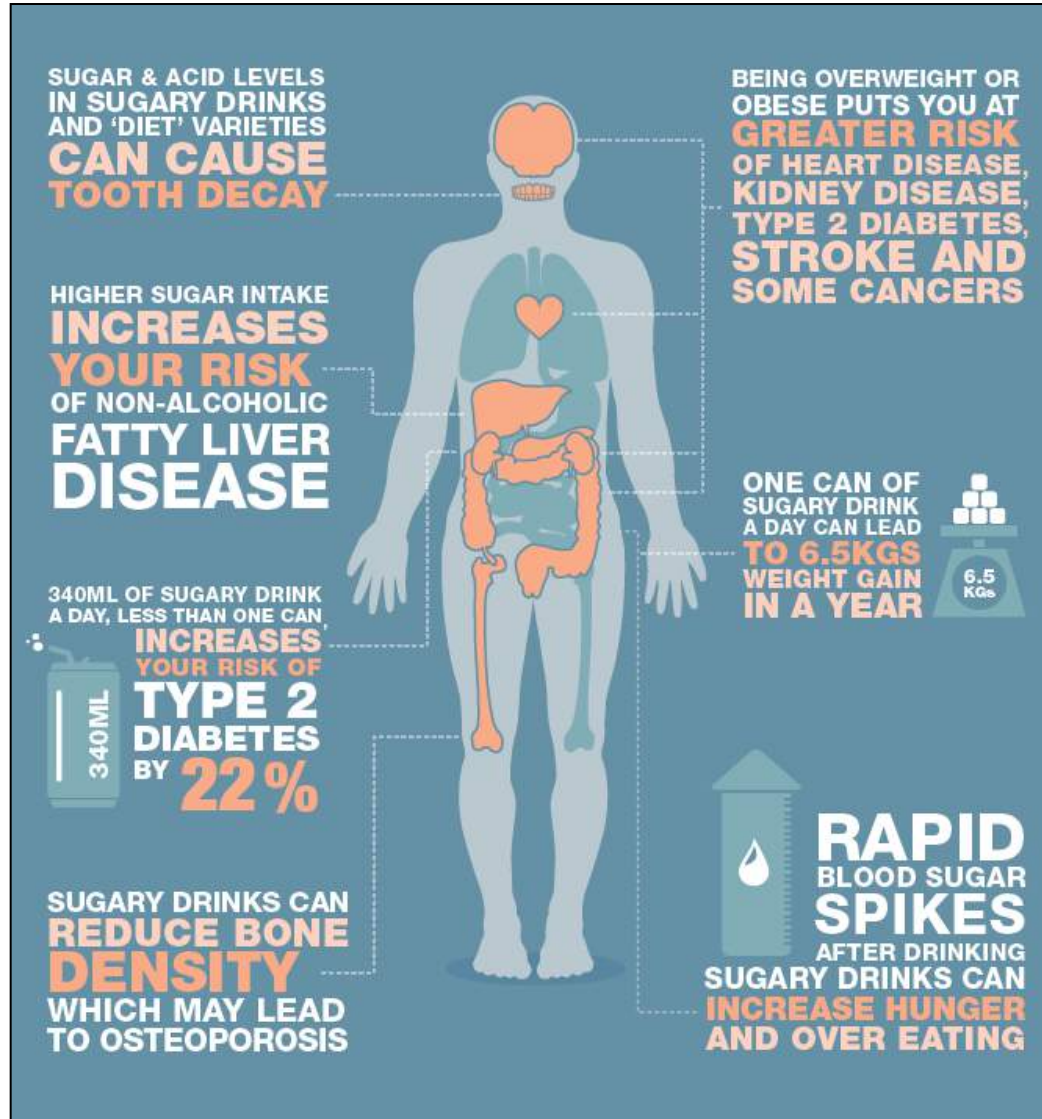
Sugar Sweetened Beverage Consumption: Effects on Health



Too Much Sugar Is Harmful



SUGARY DRINKS & YOUR BODY



- **Regular consumption can lead to weight gain and obesity**
- **This increases the risk of type 2 diabetes, heart disease, kidney disease, stroke and some cancers**
- **Sugary drinks can also lead to tooth decay**

**IS THIS CONVINCING
ENOUGH FOR DECISION-
MAKING?**

SCIENCE ADVICE #3

**Government should stay out of
private behavior.**

Why not let the people choose?

**People should read
nutrition labels and make
their own choices**

HIDDEN SUGARS IN LABELS & PRODUCTS

LABELS WITH SUGAR:

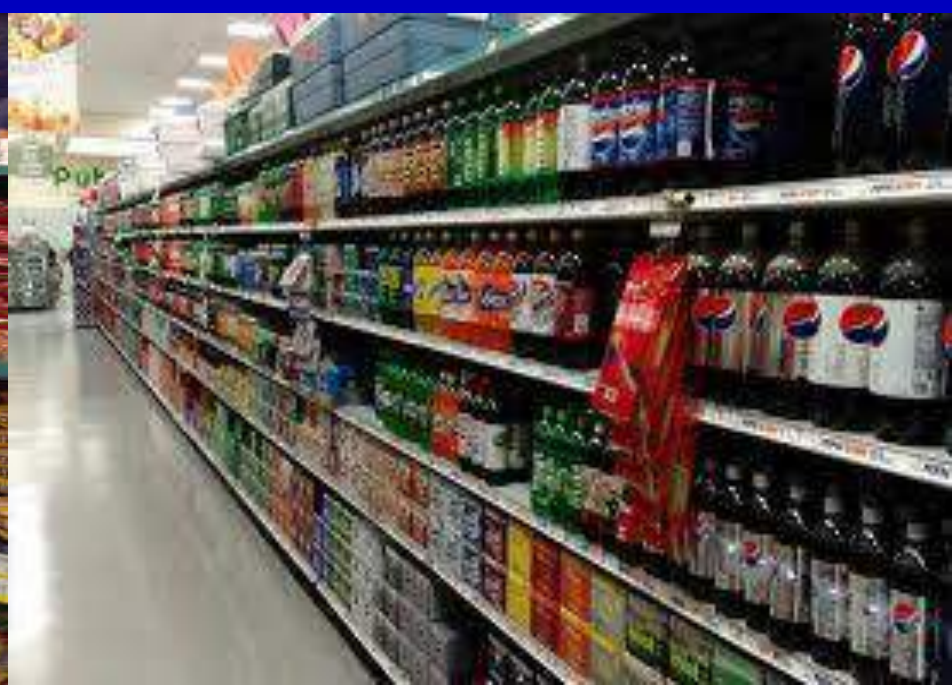
Lactose; brown rice syrup; molasses; dextrose; cane sugar; corn sweetener; fructose; glucose; maltose; organic raw sugar; maltodextrin; etc..

PROCESSED FOODS WITH SUGAR:

Barbecue sauce; bacon; bread; canned meats; cereals ; crackers; gravy; flavored coffee; creamers; fruit juice; ketchup; mustard; pancake mix; pretzels; salad dressing; soups; soy sauce; wine; etc. etc.



BUT WE'RE SURROUNDED BY SUGAR! IT'S EVERYWHERE! AND IT'S SO TASTY!





Tiki (Peanut Cream)
1 packet
= 7g of sugar



Bermudez Wheat Crisps
1 pack (1 serving)
= 0.375g of salt
= 3g of sugar



Chocolate Digestive
1 packet (1 serving)
= 7g of sugar



Nature Valley - Roasted Almond (Crunchy)
1 packet (1 serving)
= 3g of sugar



Bumblebee Fat Free Tuna Salad and Crackers
1 box (1 serving)
= 0.9g of salt & 6g of sugar



Family Choice Luncheon Meat
1 can (5 servings) = 6.625 g of salt



Maggi Flavour d'Pot
1 sachet (4 servings) = 6.75 g of salt



Pinehill Chocolate Milk
250 ml box (1 serving)
= 31 g of sugar (6.25 tsp)
= 0.3g of salt



OBESITY IS A NATIONAL CRISIS

Government should protect the public's health in a national crisis

- Shortens lives**
- Costs billions to treat**
- Loses productivity**

**IS THIS CONVINCING
ENOUGH FOR DECISION-
MAKING?**

SCIENCE ADVICE # 4

**NO SUGAR TAX – USE OTHER
METHODS TO IMPROVE HEALTH?**

Why not encourage more
physical activity to burn off the
excess calories from sugar?

The cost of a daily sugary drink



Drinking one **12 oz.** (355 mL) **soft drink** every day for a year :

→ $\approx 150 \text{ calories} \times 365 \text{ days} = \mathbf{54,750 \text{ calories}}$ per year, the energy equivalent of over **15 pounds of fat** per year

To avoid weight gain:

→ To burn off the calories from an 12 oz. sugary drink, the average person would have to **walk 1.5 miles**, or **run nearly 15 minutes** each day of the year!

One 12-oz can soda contains over **9 tsp sugar**



**IS THIS CONVINCING
ENOUGH FOR DECISION-
MAKING?**

SCIENCE ADVICE # 5

SSBs ARE REGRESSIVE

**Tax will hurt the poor,
who can least afford it**

OBESITY IS REGRESSIVE

– hurts the poor

In Mexico:

Poor more sensitive to higher taxes
Poor showed the largest reduction in sugar consumption

**IS THIS CONVINCING
ENOUGH FOR DECISION-
MAKING?**

SCIENCE ADVICE # 6

**EVERYONE SHOULD NOT BE
BURDENED FOR BAD DECISIONS
BY SOME**

Leave it to education

DATA FROM JAMAICA

**63% of sample completed high school and
24% completed tertiary education**

**Yet 65% of high sugar consumers were not
willing, ready or able to reduce
consumption**

**Even 55% with a chronic disease were not
prepared to change their habit**

**IS THIS CONVINCING
ENOUGH FOR DECISION-
MAKING?**

SCIENCE ADVICE # 7

Is bad for business

**The tax will destroy the
local sugar industry,
employment etc..**

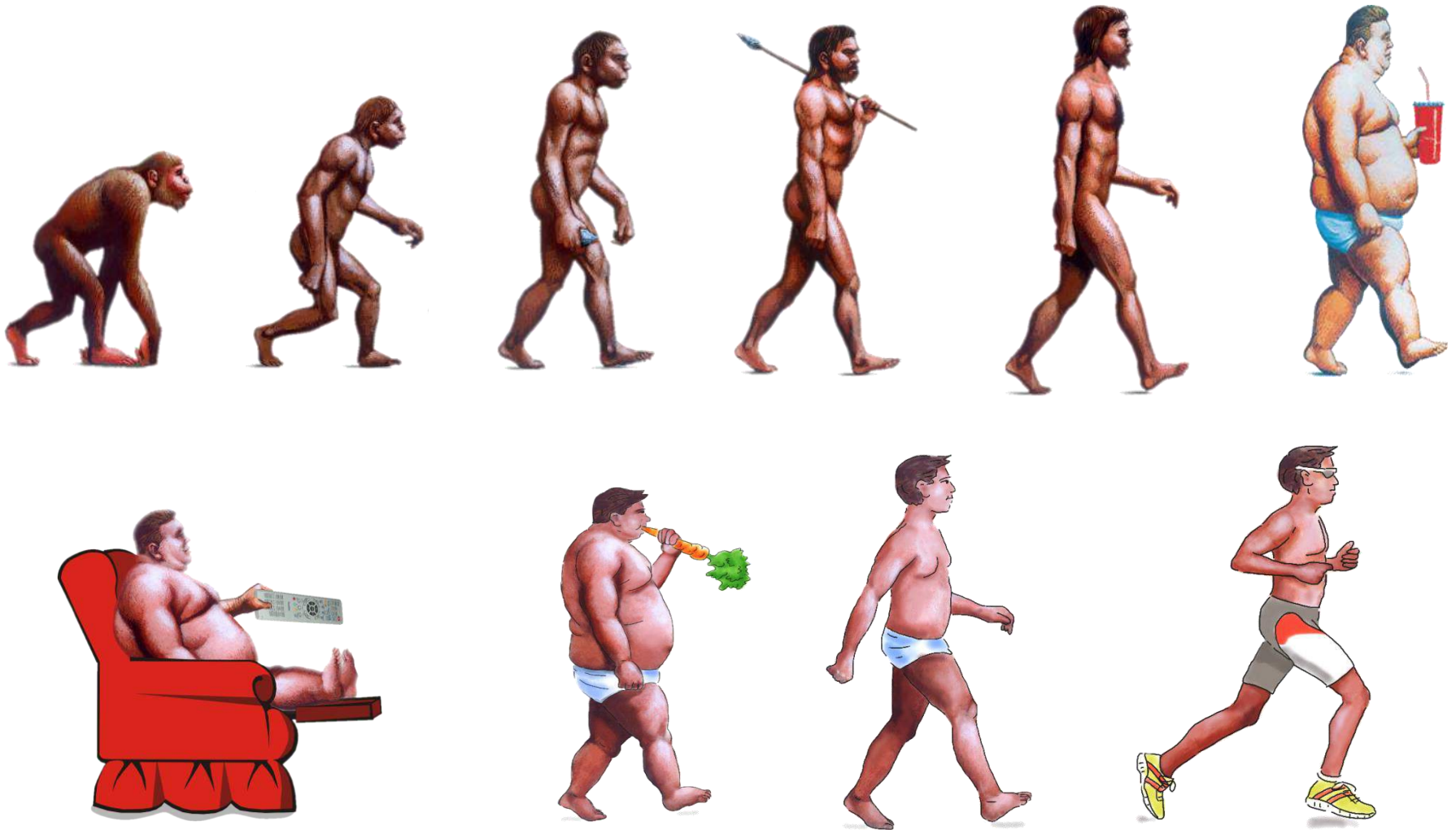
SCIENCE ADVICE # 8

**Are we moving to a better
place?**

**Are the replacement /
substitute items healthier?**

When is enough, enough?

Can we change the shape of things in the future?



WITH GOOD SCIENTIFIC ADVICE..

YES WE CAN!