

WHY FOOD AND DRINK TAXES DON'T WORK

But will this solve the problem and make people thinner?





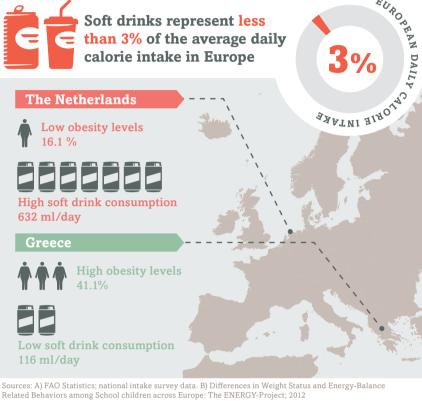
taxes at www.fooddrinktax.eu

Get the facts about food and drink

Taxes won't work - Why?

Taxation is the wrong tool to address obesity and make consumers' diets healthier There is no scientific evidence for a correlation between soft drink

consumption and obesity rates.



Taxing food and drink will have a negative

impact on the economy Denmark has abolished its taxes on fat and soft drinks because they failed to provide any measurable health benefit but resulted in severe

economic damage. Taxes would have detrimental impact on jobs in the supply chain



Food taxes would be highly disruptive, as they would promote cross-border shopping and illegal trade to avoid the tax.



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66 It has been proven that a soft drinks tax is not effective Belgian Minister of Social Affairs and Public Health.

Taxing food and drink places an unnecessary burden on hard-working families. Recent food

Tax is unfair

price inflation has already raised costs and food taxes will hit families and the least well-off the hardest. HIGH INCOME HOUSEHOLDS







= Percentage of income spent on food & drink.

evaluated to assess the risk of any unintentional effects on vulnerable populations. 99 The soft drinks sector in Europe generates 1 million jobs across the EU. Soft drink producers directly

66 Such policies should be

job at a soft drink producer supports another 6 jobs in the broader European economy. So what is the solution? Education not taxation

employ 156,000 people and support a further 866,000 jobs throughout the EU 28 economy. Thus, each direct

Industry has already taken wide ranging Focusing on diets, initiatives to be part of the solution not single products: Consuming fat- or

Almost every product has





in many countries. to eat a healthy diet and lead balanced lifestyles,

a no calorie alternative.

No and low-calorie drinks

account for 30% of sales

There are many instruments which are more effective in achieving health policy objectives including nutrition education and information campaigns. **FACT**

EACH SERVING CONTAINS



nutrition could help people

daily amount labelling on its products. This is an



EU Platform commitment and signatory companies are over 90% compliant. Much more can be done through our policies to encourage people to get out of their chairs. By acting together with the Member States

Industry provides

voluntary guideline

costs arising from by the lack of physical activity in Europe. Androulla Vassiliou, European Commissioner responsible for sport, 28 August 2013 Better nutrition education would teach people to eat a more balanced diet



like this...



Consumers tend to overestimate children's calorie needs

sugar-containing products alone does not make you fat. Obesity is generated by consuming more calories than expending.



combating excess weight and obesity and preventing related conditions.

Promoting physical activity is essential

Given modern day lifestyles, physical activity is one of the

most effective ways of staying physically and mentally fit,



In 2009, physical inactivity was

EUROPEANS NEVER OR SELDOM PLAY SPORT OR EXERCISE.²

OF

Health problems caused by the lack of physical activity have significant direct and indirect economic costs due to illness and morbidity, sick leave and premature death.



Norway & the Netherlands Children spend more than 40 minutes per week cycling to school



Children spend 7 minutes per week cycling to school **FACT**

People with financial

problems are less likely

to engage in sport than

those who are better

off. 56% of those who

struggle to pay their bills do no sport whatsoever, as opposed to just 35% of people who almost never have difficulty meeting their financial obligations.



66 Society is responsible for creating conditions that facilitate active living. In the 21st century, promoting physical activity should be seen as a necessity, not a luxury. 99



About Unesda and the soft drink industry

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