

OPPOSE THE SODA TAX

Legislators have introduced a proposal that imposes a punitive tax on sugar-sweetened beverages, like sports drinks, juice drinks, teas and soda.

The beverage industry has proven that partnerships are an effective and more productive way to achieve the goals of the soda tax without burdening Illinois residents and families.

A soda tax will hurt Illinois families and our economy.

- **Affect Working Families:** Adding an additional tax on sugar-sweetened beverages will raise grocery costs for working families. This legislation will also cut jobs and hurt our economic growth.
- **100,000 Jobs at Stake:** Imposing additional taxes on sugar-sweetened beverages will drive down sales, in turn negatively impacting bottlers, their employees, agricultural suppliers, distributors and retailers. With more than 100,000 Illinois residents directly and indirectly employed by the beverage industry, the vast beverage industry could face layoffs, if the soda tax is signed into law.
- **Lower Revenue at State and Local Level:** Beverage-related jobs create \$654 million in wages in Illinois, with an additional \$702 million in wages for occupations that rely on beverage sales. Passing this soda tax would decrease sales resulting in a decrease in local and state revenue at a time when the governments across Illinois are strapped for revenue. Additionally, the state would incur additional costs to administer the tax.

Beverage Industry is Creating More Effective Partnerships to Address Public Health.

- **Fewer Calories in Schools:** The beverage industry has dramatically cut calories from beverages in schools. Calories from all beverages shipped to all schools nationwide have been slashed by almost 90% and full-calorie soft drinks have been removed from schools.
- **Transforming the Beverage Landscape:** America's leading beverage companies publicly committed to a goal of reducing beverage calories consumed per person by 20 percent by 2025 through their new Balanced Calories Initiative. Through industry-led partnerships with public health advocates, water and other no- and lower-calorie beverages are expected to grow significantly.
- **Launching Mixify:** The beverage industry understands the need to balance our diets and physical activity, which is why the industry launched Mixify, a comprehensive educational campaign to give Americans the resources they need to lead healthy lifestyles.

The soda tax is an ineffective way to address this nation's obesity program.

- **No Noticeable Impact on BMI:** A study conducted by an economist at the Yale School of Public Health found "...any obesity-related benefit of decreased soda consumption that comes from a soda tax is, on average, more than offset by increased caloric consumption from other beverages."
- **Taxes don't make people healthier:** "Sin taxes" — selective taxes on goods deemed to be unhealthy or poor choices—don't make people healthier. These regressive taxes aren't impacting health. Education and access to better food make a difference. (*"Regressive Effects: Causes and Consequences of Selective Consumption Taxation"* Mercatus Center, George Mason University, 2015)



- **Childhood obesity rates in Illinois are actually falling:** The Illinois Alliance to Prevent Obesity recently reported the percentage of the state's third graders that were considered overweight fell 15% and the percentage who were obese declined 14% from 2004 to 2014.
- **Food is the No. 1 source of added sugars, not sugar-sweetened beverages:** According to data from the CDC, sugar-sweetened beverages are not the No. 1 source of added sugars for children and teens, refuting the common assertion by some researchers and activists. The data also show calories from added sugars from soda are down 39 percent since 2000.

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The non-alcoholic beverage industry is deeply committed to Illinois and its economy. There are **more than 65** soft drink bottling plants and distribution facilities located throughout Illinois. **More than 100,000** Illinois residents are directly and indirectly employed by the beverage industry. These jobs are real and they account for **more than \$6 billion** in Illinois wages. The industry is also responsible for **\$21.1 billion** in economic impact annually in Illinois. And, **more than \$41 million** has been made in charitable donations from the industry and its employees to date. (*John Dunham & Associates, Inc.*)

Supporters of the Beverage Industry in Illinois

Illinois Chamber of Commerce
Illinois Manufacturers Association
Illinois Retail Merchants Association
Illinois Restaurant Association
Illinois Licensed Beverage Association
Illinois Farm Bureau
Illinois Food Retailers Association
Illinois Policy Institute
Illinois Petroleum Marketers Association
Illinois Association of Convenience Stores
Illinois Hispanic Chamber of Commerce
Illinois Chapter, National Association of Theatre Owners
Associated Beer Distributors of Illinois
Chicagoland Chamber of Commerce
Hospitality Business Association of Chicago
National Automatic Merchandising Association
Black McDonald's Owner Operators Association
ADM
Monsanto
National Federation of Independent Business Owners
Teamsters Joint Council 25
Americans for Prosperity
Bloomington Normal Convention and Tourism Bureau
7-Eleven, Inc.

and more than 1,000 small businesses, restaurants, chambers of commerce and business organizations!