

Taxing Sugar Sweetened Beverages

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Perspective
APRIL 30, 2009

Ounces of Prevention — The Public Policy Case for Taxes on Sugared Beverages

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The NEW ENGLAND JOURNAL *of* MEDICINE

HEALTH POLICY REPORT

The Public Health and Economic Benefits of Taxing Sugar-Sweetened Beverages

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Reach of Soda Taxes (partial list)

Passed, Enacted

France	13 Western Pacific islands
Mexico	Hungary
Berkeley	United Kingdom (in 2 years)
Philadelphia	Chile

Close, Introduced, or Proposed

Colombia	San Francisco	Oakland
Brazil	Philippines	Albany, CA
South Africa	Ireland	
Boulder	Chicago/Cook County	

Beverage purchases from stores in Mexico under the excise tax on sugar sweetened beverages: observational study

M Arantxa Colchero,¹ Barry M Popkin,² Juan A Rivera,³ Shu Wen Ng²

BMJ, 2016

Impact of the Berkeley Excise Tax on Sugar-Sweetened Beverage Consumption

Jennifer Falbe, ScD, MPH, Hannah R. Thompson, PhD, MPH, Christina M. Becker, BA, Nadia Rojas, MPH, Charles E. McCulloch, PhD, and Kristine A. Madsen, MD, MPH

Am J Public Health, 2016

Revenues for California

Sugar-Sweetened Beverages*	Gallons per year	Tax Revenues per year
Soft drinks	374,502,796	\$479,363,578
Fruit drinks	151,135,834	\$193,453,867
Sports drinks	121,972,359	\$156,124,619
Ready to drink tea	85,574,724	\$109,535,647
Energy drinks	126,849,098	\$162,366,846
Flavored water	12,350,697	\$15,808,892
Ready to drink coffee	13,865,916	\$17,749,272
Total	886,251,424	\$1,134,401,822

Next Generation Issues

Indexing to inflation

Ramp up taxes over time

Expanding what is taxed

Graded taxes?

Optimal use of revenue

(e.g., elasticity of fruits & vegetables)

Preemption