

Ballot Simplification Committee

Approved Digest-Wednesday, July 30, 2014: Packard, Fasick, Fraps, Jorgensen, Unruh

Requests for Reconsideration due Thursday, July 31, by 12:00 p.m.

Tax on Sugar-Sweetened Beverages *(working title only, subject to change)*

THE WAY IT IS NOW:

The City does not impose a tax on the distribution of sugar-sweetened beverages. Consumption of sugar-sweetened beverages is linked to serious health problems.

THE PROPOSAL:

Proposition ___ would place a tax of 2 cents per ounce on sugar-sweetened beverages to fund health, nutrition, physical education and active recreation programs.

A sugar-sweetened beverage is a beverage that contains added sugar and 25 or more calories per 12 ounces, including some soft drinks, sports drinks, iced tea, juice drinks and energy drinks. The tax would also apply to syrups and powders that can be made into sugar-sweetened beverages in a beverage-dispensing machine, such as fountain drinks.

The distributors of sugar-sweetened beverages in San Francisco would be responsible for paying the tax.

Some beverages would not be subject to the tax, even if they contain added sugar. These include:

- Diet sodas;
- Milk, soy milk, rice milk and almond milk;
- Beverages that contain only natural fruit and vegetable juice;
- Infant formula;
- Meal replacements, supplemental nutrition products and weight reduction beverages; and
- Syrups and powders sold for mixing by individuals to make sugar-sweetened beverages.

The San Francisco Unified School District, Department of Public Health, and Recreation and Park Department must use the proceeds of this tax to fund health, nutrition, physical education and active recreation programs. The funds must be used only for new or expanded programs. Up to 2 percent of the tax proceeds could be used to administer the funds.

A 15-member Healthy Nutrition and Physical Activity Access Fund Committee would advise the Mayor, the Board of Supervisors and City departments about how to spend the funds.

Because the proceeds from the tax are dedicated to specific purposes, approval of this measure requires two-thirds of the votes cast.

A “YES” VOTE MEANS: If you vote "yes," you want the City to collect a tax of 2 cents per ounce from the distributors of sugar-sweetened beverages to fund health, nutrition, physical education and active recreation programs.

A “NO” VOTE MEANS: If you vote “no,” you do not want the City to collect this tax.

word count: 330 [suggested word limit: 300]