

Ballot Simplification Committee - DRAFT for Consideration on Wednesday, July 30, 2014
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.

THE PROPOSAL:

Proposition ___ would place a tax of two cents per ounce on sugar-sweetened beverages. The distributors of sugar-sweetened beverages in San Francisco would be responsible for paying the tax.

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 by adding liquid.

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 100 percent natural fruit and vegetable juice;
- Infant formula;
- Meal replacements, supplemental nutrition products, and weight reduction beverages; and
- Beverages that contain fewer than 25 calories per 12 ounces.

The San Francisco Unified School District and the City would use the proceeds of this tax to fund health, nutrition, physical education, and recreation programs. The funds could only be used for new or expanded programs. Up to two percent of the tax proceeds could be used to pay to administer the tax.

A 13 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 generated from the tax.

Approval of this measure requires a two-thirds vote of the electorate.

A “YES” VOTE MEANS: If you vote "yes," you want the City to collect a tax of two-cents per ounce from the distributors of sugar-sweetened beverages.

A “NO” VOTE MEANS: If you vote “no,” you do not want the City to collect a tax of two-cents per ounce from the distributors of sugar-sweetened beverages.

word count: 299 [suggested word limit: 300]