

## ARGUMENT AGAINST MEASURE D

Some want you to believe Measure D will make Berkeley healthier—but look closer and you'll see that's just not the case.

Right now, San Franciscans are voting on a similar proposal that specifically dedicates beverage tax funds for health and wellness programs.

**Unfortunately for those who live in Berkeley, Measure D just does not come with those guarantees.**

**Measure D is purposefully written so that tax revenue will not be directed toward health and wellness programs. Rather it will be funneled into the general fund where there is no accountability as to how the money is spent and no guarantee that any revenue will actually benefit nutritional programs.**

Obesity and diabetes are important problems, but Measure D takes the wrong approach to solving these problems:

- Measure D **comes with arbitrary and confusing exemptions.**
- Chocolate milk, 100% juice drinks, diet soda, alcoholic beverages, and some coffee **drinks will not be taxed.**
- Under Measure D, some stores will pay the tax and others won't.

Singling out some sugar-sweetened beverages for taxation but providing exemptions for others doesn't make sense. If this law won't be applied with any consistency, what's the point?

Lawmakers in San Francisco say funds from their proposed tax measure will go toward health and wellness programs. Berkeley lawmakers just want the tax money for the general fund so they can spend it however they choose—and they want Berkeley taxpayers to pay for it.

That's not fair.

There is a better way, Berkeley—but a beverage tax riddled with exemptions and arbitrary loopholes isn't it. That's why you should vote NO on Measure D.

s/Masamoni Yasumaga  
Owner of Seasons of Japan

s/Roy Mowrouzi  
Owner of Cafe Rio

s/Sylvester Lollis  
Owner of Bootstrapper Restaurant

s/Houshmand Ghaderi  
Owner of The Vault Café and Restaurant

s/Francis Wong  
Owner of Just Rite Market