

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE D

A tax on some sugar-sweetened beverages—but not others—is the wrong way to approach complex health issues.

Look closer: **Measure D is riddled with loopholes.**

For starters:

Some stores will pay the tax, but others won't. For example, retailers who pick up their beverages outside of Berkeley won't pay the tax.

Measure D makes no sense:

Chocolate milk, 100% juice drinks, alcoholic beverages, and some coffee drinks will not be taxed—no matter how much sugar or how many calories they contain. Organic local root beer will be taxed, but diet soda is exempt. An iced tea is taxed if it is pre-sweetened, but not if the customer adds the sugar.

As for the panel that's supposed to advise the city on managing the funds:

Measure D is written so that City Council can ignore those recommendations and spend the tax revenue on anything they want. A similar measure in San Francisco specifically dedicates beverage tax funds for health and wellness programs. That's not the case with Measure D.

We can't tax our way to health with a measure that provides absolutely zero accountability in terms of how revenue is spent:

This tax is not about health; it's about raising more money for the city. The fact is nothing in this measure will prevent future City Councils from shifting the money to other things. Measure D comes with too many loopholes, too many exemptions, and too few safeguards.

That's why you should vote NO on D.

s/Ted Mundorff
CEO/President Landmark Theaters

s/James Fried
Vice President Teamsters Local 70

s/Masamoni Yasumaga
Owner of Seasons of Japan

s/Roy Mowrouzi
Owner of Cafe Rio

s/Sylvester Lollis
Owner of Bootstrapper Restaurant

