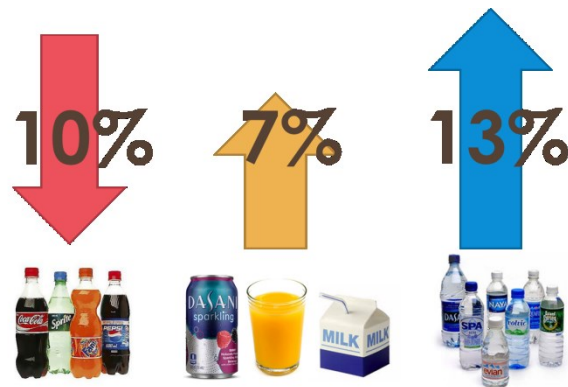


Roots of Change

AB 1357 Will Be a Job Creator in California

The anticipated revenues from the health impact fee will be approximately \$3 billion per year. This fund will support many community and clinic based promotores and community health workers, after-school activity programs, increased demand for California grown fruits and vegetables, and hydration stations in schools. Areas with high rates of diabetes will be prioritized.

The SSB fee will not cost jobs in California. In fact, consumption shifted to healthier drinks in Mexico where a national soda tax was passed and implemented:



- 10% drop in sugary drinks (fully sugared sodas)
- 7% increase in purchases of lower sweetened drinks (lower calorie sodas, milk, juice)
- 13% increase in purchases of water

In addition, the beverage industry also manufactures healthier drinks, leaving the distributors to transport the beverage companies' drink portfolio:



In other words, it is likely that the same number of trucks will be on the road, just hauling different proportions of drinks:



California needs a new dedicated source of revenue that will increase jobs in prevention and further save the state money normally lost due to health care costs and lost worker productivity.