

Global Policy Landscape – Sugar, Nutrition, and Obesity

**Presentation for International Sweeteners Colloquium
March 1, 2017**



**The Association of Food, Beverage
and Consumer Products Companies**

Agenda

- **Who We Are: GMA Overview**
- **What Are We Looking At?**
 - **Global Landscape – Nutrition and Obesity**
 - **Policy Playbook**
- **Where is the United States?**
- **Why Should You Care?**

GMA

Founded in 1908 and based in Washington, DC, GMA is an active, vocal advocate for its member companies and a trusted source of information about the industry and the products consumers rely on and enjoy every day.

The association and its 300 member companies are committed to meeting the needs of consumers through product innovation, responsible business practices, and effective public policy solutions developed through a genuine partnership with policymakers and other stakeholders.

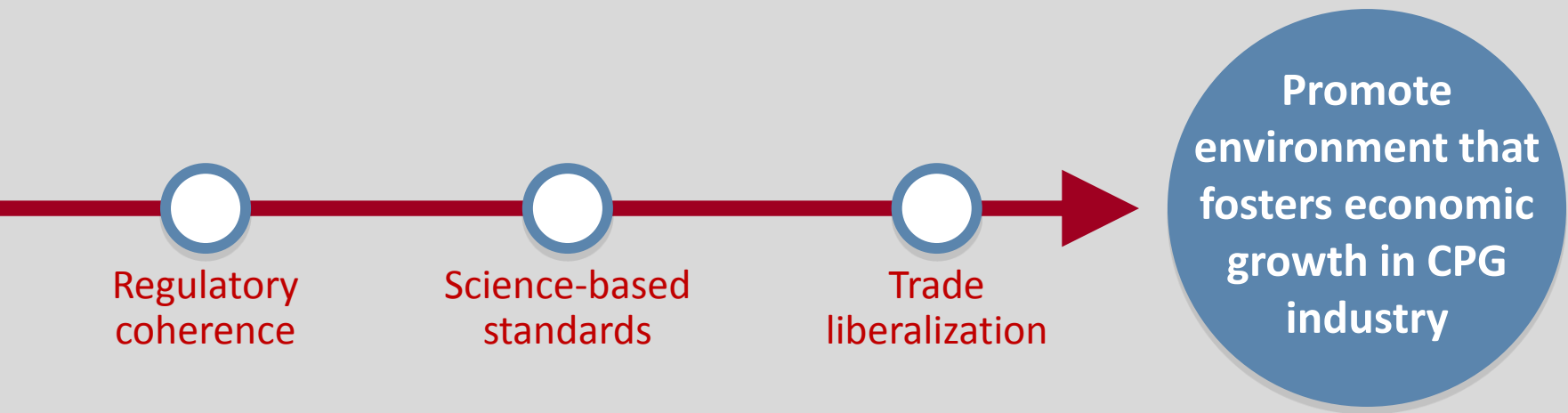
GMA Member Companies



*Represents a sample of GMA members

www.gmaonline.org

GMA Global Strategies



Global Landscape – Nutrition and Obesity

Pressure on governments to address human and economic costs of obesity

Growing international consensus, rights-based framework, distrust of industry

Impact on global GDP¹



LOCAL, NATIONAL, AND INTERNATIONAL POLICIES TO RESTRICT OR PROHIBIT SALE AND CONSUMPTION OF PROCESSED FOOD AND BEVERAGES

Dominant Global Narrative

“It is not just **Big Tobacco** anymore. Public health must also contend with **Big Food, Big Soda,** and Big Alcohol.”

-WHO Director General Margaret Chan

“Large companies that produce “junk food” are **21st C. pedophiles** that violate the human rights of children.”

-Chilean Senator, author of “stop sign” law

“With the scandal and outrage of the advertising and marketing of ultra-processed products to children, what's needed is resolute and even **MILITANT** action.”

-Brazilian academic frequently cited by WHO and PAHO

The UN should negotiate a binding global convention “to curb the unchecked actions of powerful economic actors that have lately been **flooding global markets with junk food.**”

-UN Special Rapporteur on the Right to Food

NOT JUST TALK

✓ TAXES



-20% consumption

Evidence shows that a tax of 20% on sugary drinks can lead to a reduction of consumption of around 20%.



World Health Organization

#Tax4Health



✓ WARNING LABELS



✓ PLAIN PACKAGES

Where is the United States?

- HHS leads U.S. engagement at WHO, PAHO, OECD Health Committee.
- Challenges with interagency coordination and stakeholder consultation.
- Advocacy making headway, but it's a new world.

What's Global is Local



Thank you

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