

31st March 2017

For the attention of:

Ms Mmule Majola (mmule.majola@treasury.gov.za) and Ms Adele Collins (acollins@sars.gov.za)

Re: Strengthening the Health Promotion Levy in South Africa

Dear Ms Majola and Ms Collins,

As Executive Director of World Cancer Research Fund International I am writing to express my strong support for the adoption and implementation of a tax on sugary drinks in South Africa.

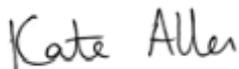
As the world's leading authority on the link between diet, weight, physical activity and cancer, our vision is to live in a world where no one develops a preventable cancer. Through our Continuous Update Project (CUP) we analyse global research on how diet, nutrition, physical activity and weight affect cancer risk and survival. Consuming sugary drinks contributes to weight gain by promoting excess energy intake and there is strong evidence linking overweight & obesity to an increased risk of 11 cancers. Our online NOURISHING policy database outlines examples of implemented government policies, including sugar taxes as part of a comprehensive approach to promote healthy diets. **We believe four key areas would significantly strengthen the proposed tax:**

- Remove the tax exemption on the first 4g of sugar per 100 mL. Instead, we recommend using the UK's tiered approach which taxes all sugar in sugary drinks with tax rates based on bands of sugar content (around 18% tax in first tier and nearly 30% in the second tier), which is in line with global recommendations of a minimum 20% tax.
- Increase the tax rate for concentrates, powders and all other categories of sugary drinks to match that of ready-to-drink sugary beverages. It is vital that consumers switch to drinks lower in sugar and not to cheaper sugary concentrates.
- All sugary drinks must be taxed, including fruit, vegetable and dairy-based drinks with added sugar.
- Carry through in practice the intention to earmark some of the generated revenue from the tax to promote healthy eating, preventing overweight and obesity and other nutrition-related NCDs in the population.

Please do not hesitate to contact us if you have any questions.

Yours sincerely,

Dr. Kate Allen



Executive Director, Science and Public Affairs

www.wcrf.org/CUP

www.wcrf.org/NOURISHING