

Public Policy Challenges for the Beverage Industry

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NYC Update

Issues Management

- June 26: NY Appeals Court struck down former Mayor Bloomberg's proposal
- Mayor de Blasio has indicated he is supportive of the ban

NEW YORKERS
FOR
BEVERAGE CHOICES

Local Presence

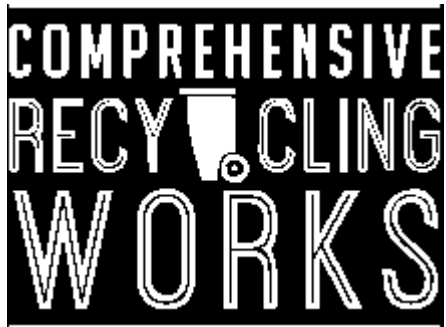
- New Yorkers for Beverage Choices has over 624,000 business and individual members
- Continue to look for ways to make the coalition's voice heard with the new mayor and city council members



Massachusetts Bottle Bill

Issue Management

- Ballot initiative Question 2 proposes expansion of bottle bill to include water and other non-carbonated beverages and increase the handling fee.
- Decided by statewide vote in November



Local Presence

- Comprehensive Recycling Works coalition opposes because it is outdated, expensive, and inconvenient.
- Supports improvements to existing recycling infrastructure and better access to recycling in more places.
- Coalition website is <http://comprehensiverecyclingworks.com/>

Illinois Beverage Tax Proposal

Issues Management

- Beverage tax proposal in Illinois to boost funding for Medicaid and other wellness programs



Local Engagement

- Illinois Coalition Against Beverage Taxes—early stages
 - Led by ground team and supported by ABA
 - Includes **≈1,080** individual and business members



Brian Rainville, spokesman for Teamsters Joint Council 25, said the new tax would cut “good, middle-class jobs” that both Gov. Pat Quinn and President Barack Obama have said are key to economic recovery.

“These taxes are about reducing consumption,” Rainville said. “And reducing consumption means reducing production.”



California Labeling and Tax Proposal

Issues Management

- Warning Label (SB1000)
- Beverage tax ballot initiatives in San Francisco and Berkeley



Local Engagement

- Californians for Food & Beverage Choices
 - Led by full-time ground team and supported by ABA
 - Includes **≈52,000** individual and business members
- Local Coalitions
 - Coalition for an Affordable City: Stop Unfair Beverage Taxes (San Francisco)

