The Bermuda Sugar Tax

Presenter: Dr. Virloy Lewin
Health Promotion Coordinator
Department of Health
Incidence of Type 2 diabetes, heart disease, hypertension and cancer has risen in tandem with weight of the population.

2014 STEPS to a Well Bermuda survey found 75% adults overweight or obese (40.2% and 34.4% respectively)

13% population affected by diabetes.

50% of our population drink at least one sugary drink a day. 34% have one or two, 16% report having three or more.
Aims of Implementing the Sugar Tax


- Raise awareness and start conversation around healthy eating.

- Act as deterrent to purchasing sugary items.

- Catalyst to create a healthier food environment.

- Financial support towards enhancing health promotion and education for the community.
The Sugar Tax- Phase 1

- Effective October 1\textsuperscript{st} 2018
- Cane or beet sugar and chemically pure sucrose, in solid form; 0\% to 50\%
- Sugar confectionary, including white chocolate not containing cocoa; 25\% to 50\%
- Preparations for making beverages in any form containing sugar or other sweetening matter; 15\% to 50\%
- Syrups containing sugar or other sweetening material; 15\% to 50\%
The Sugar Tax- Phase 1

- DUTY RATE LOWERED ON SELECTED HEALTHY FOODS;
  - Chicken eggs
  - Potatoes
  - Cauliflower
  - Broccoli
  - Carrots
  - Turnips
  - Oranges
  - Apples
The Sugar Tax-Phase 2

- Effective April 1\textsuperscript{st} 2019

- Increased duty rate from 50% to 75% on those previously affected items

- Additional items- cocoa, chocolate and chocolate food preparations containing added sugar; 25% to 75%.
The Sugar Tax—Where are we now?

- Overall rise in cost of grocery basket items post Sugar tax implementation of about 25%.

- Conflicting reports from retail sector. Some unexpected trends seen. Hostility experienced at price increases following in store sales.

- Omnibus survey showed that sugary drink consumption was 42 per cent in 2019, which is a reduction from 50 per cent of adults drinking one or more sugary drinks a day in 2014.

- The sugar tax, October 1, 2018, collected $5,402,000 by December 1, 2019.
Thank you!