



The Bermuda Sugar Tax

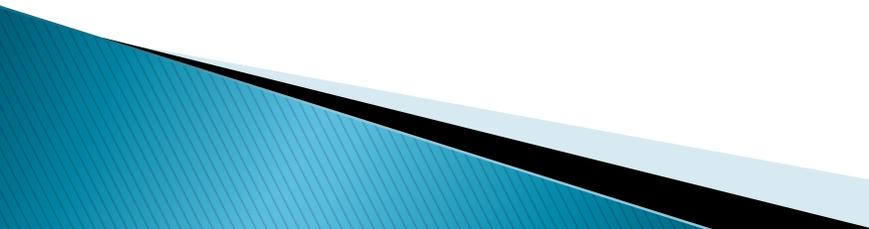
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GOVERNMENT OF BERMUDA

Department of Health

The Bermuda situation..

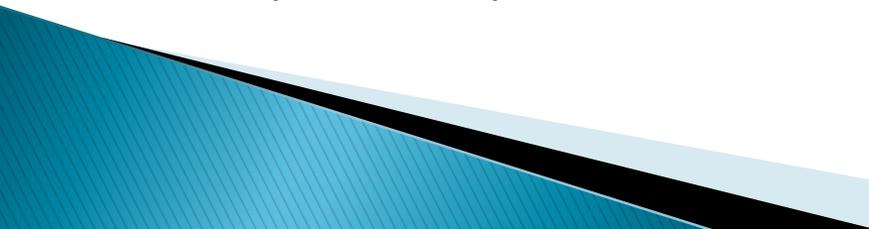
- ▶ Incidence of Type 2 diabetes, heart disease, hypertension and cancer has risen in tandem with weight of the population.
 - ▶ 2014 STEPS to a Well Bermuda survey found 75% adults overweight or obese (40.2% and 34.4% respectively)
 - ▶ 13% population affected by diabetes.
 - ▶ 50% of our population drink at least one sugary drink a day. 34% have one or two, 16% report having three or more.
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Aims of Implementing the Sugar Tax

- ▶ Fulfill Throne Speech initiative. September 2017.
- ▶ 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 1st 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%
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The Sugar Tax- Phase 1

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

- ▶ Effective April 1st 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%.
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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.

A satellite photograph of a tropical island, likely in the Pacific Ocean. The island features a large, irregularly shaped lagoon with a runway extending into it. The surrounding waters are a deep blue, while the shallow areas near the coast are a lighter turquoise. The land is covered in dense green vegetation and some urban development. The text "Thank you!" is overlaid in white on the left side of the image.

Thank you!