The Latin American Alliance of Associations of Food and Beverage Industry (ALAIAB):

Thank you for the opportunity to be here.

There is a wrong perception that food and beverage taxes constitute a success story of policy intervention to fight obesity. Don’t forget this taxes were designed with the objective to reduce consumption and improve health, not to collect money.

There is no strong evidence that shows that consumption declines, at least not in Mexico.

Revenue information collected by the Mexican Treasury suggests that the today’s consumption of sugared beverages exceeds pre-tax levels, because in an specific tax, every peso collected corresponds to a liter sold.

In 4 years tax collection increases 8.5%. About high calorie dense foods tax collection increases 6.4%.

At the same time, obesity has kept increasing in Mexico, according to the latest survey done by the Ministry of Health.