Taxing Food and Beverage Products: A Public Health Perspective and a New Strategy for Prevention

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The power to tax and spend is considered a primary government power, and the use thereof is associated with great public health achievements. The greatest public health challenge at present stems from the increase in obesity and chronic diseases due to poor nutrition. Several taxation strategies have emerged in the health and economic literature to raise revenue, deter consumption, and address food prices and obesity directly. These proposals include taxing obese individuals, taxing problematic food products, and instituting a tax based on certain food components. This article weighs each proposal's value and disadvantages and concludes by proposing a new tax and spend strategy: a manufacturers' excise tax on all highly processed food and beverage products. This tax would be instituted to raise revenue and provide conditional funding to states and locales to directly alter their food environment. It avoids the pitfalls inherent in the other tax strategies and is a viable method to address public health and the food environment more broadly.
INTRODUCTION

The law is a powerful tool to support and advance the health of a nation. Public health law stems from an organized society's responsibility to ensure that conditions are available to foster its population's health. The law confers powers and duties on the government to protect health and simultaneously arms it with the tools necessary to improve it.

In 2011, the Institute of Medicine (IOM) released a report stating that it is critical that public health law and policy in the United States be updated to reflect the transformation of society, scientific advances, and the evolution of public health goals and needs. The IOM identified several legal interventions that the government should consider to address modern public health problems, one of which is the power to tax and spend under Article I, Section 8 of the Constitution. This power is considered a primary public health power and is associated with great public health achievements, such as tobacco control and highway safety.

The greatest public health challenges of today stem from the increase in chronic diseases due to poor nutrition. Data from 2009 and 2010 indicate that obesity affects over 35 percent of adult men and women and 16.9 percent of children and adolescents. Obesity places people at "increased risk for many serious health conditions,

2. Id. at 4.
4. Id. at 2-3; see also U.S. Const. art. 1, § 8, cl. 1.
5. Gostin, supra note 1, at 30-31.
6. Edward Livingston & Jody W. Zylke, JAMA Obesity Theme Issue Call for Papers, 307 JAMA 970, 970-71 (2012) (stating that the prevalence is 35.5 percent among adult men and 35.8 percent among adult women); see also, F as in Fat: How Obesity Threatens America's Future 2011, Trust for Am.'s Health (July 2011), http://www.healthyamericans.org/report/88/ (indicating that adult obesity rates increased in sixteen states in 2011 and that racial and ethnic minority adults and those with less education or lower incomes continue to have the highest overall obesity rates).
including coronary heart disease, hypertension, stroke, type 2 diabetes, certain types of cancer, and premature death.\textsuperscript{8}

The obesity epidemic is caused by many factors, but the modern food environment has been identified as the major contributor.\textsuperscript{9} Food preferences are formed at an early age and continue to be shaped by taste, convenience, education, and influential marketing campaigns.\textsuperscript{10} In addition, peculiar price incentives in the United States encourage unhealthy food consumption. This is especially true in low-income "food deserts" where people lack access to healthy food and thus have limited choice.\textsuperscript{11}

Various public health interventions based on the government's taxing power have been proposed to address the modern food environment and obesity itself. These take many forms and are justified based on different objectives. In section I of this paper, I will review the background of food and beverage (collectively food) pricing. In sections II, III, and IV, I will then explain the rationale for, and justifications behind, using the government's taxing and spending powers to address poor nutrition and obesity in relation to several tax proposals. These proposals include taxing specific individuals, products, nutrients, and ingredients. In these sections, I will weigh each proposal's value and disadvantages from a public health perspective. In section V, I will propose my own tax and spend structure, based on a tax on manufacturers, as an alternative method to address public health and nutrition more broadly.

I. FOOD AND BEVERAGE COSTS

Personal adherence to dietary guidelines for health purposes can be influenced by many societal factors, but the price and access to
quality foods plays a pivotal role. Many Americans have disproportionate access to cheap, nutrient-poor, processed foods—some with potentially addictive properties—and have limited access to healthier, but more expensive whole foods.

Although obesity affects every demographic, the relationship between poverty and diet quality is profound. Economic studies confirm that there is a significant correlation between diet cost and healthy eating for the population. On a per-calorie basis, processed grains, sugars, and fats are relatively cheap, while fruits and vegetables are more expensive. Wealthier households spend more on food, have a healthier overall diet quality, and consume more fruits and vegetables. They also eat fewer calories from solid fats and added sugars. "Lower family income-to-poverty ratio and educational attainment" are associated with lower diet cost and a less healthy diet. Added sugar consumption is also highest among lower-income and minority groups. It is perhaps not surprising that obesity, type 2 diabetes, and heart disease are also correlated with having a low income. In 2011, more than 33 percent of adults who earned less than $15,000 per year were obese, compared with 24.6 percent of those who earned at least $50,000 per year.

In a report submitted to the Human Rights Council of the United Nations, the Special Rapporteur advised: "Any society where a healthy diet is more expensive than an unhealthy diet is a society that must mend its price system. This is even more imperative where the poorest are too poor to feed themselves in a manner not..."
The report recommended using taxation to encourage healthy diets by increasing the price of foods that are high in trans fat, saturated fat, added sugar, and sodium (e.g., snack foods and soft drinks), and using the revenue to make healthy foods more affordable.

By using the tax and spend strategy for public health purposes, the government would be seeking to alter the target food environment. The underlying goal of this policy is to increase the price of the unhealthy choice in order to deter its consumption while simultaneously using the funds to make the healthy choice more affordable and to encourage its consumption.

Several taxing strategies have emerged in the health and economic literature to address nutrition and obesity and to raise revenue. The first is to tax the person based on the theory that obesity is a personal responsibility issue. The second is to tax a specific product associated with poor health outcomes. The third is to increase the price of inputs or problematic ingredients to increase the price of food products containing them. Lastly, I will recommend a new tax and spend proposal that will allow both the federal and state governments to address public health more broadly.

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22. Special Rapporteur, supra note 20, at ¶ 31.
23. Id. ¶ 39 ("The poor are penalized for being poor, both because [unhealthy] foods and soft drinks are cheap and because healthy diets are expensive.").
24. There is controversy over whether and how altering the farm bill would change the cost of food. The USDA provides billions of dollars in agricultural subsidies, primarily for major commodity crops, including corn, soy, wheat, and cotton. See Sarah Cohen et al., Farm Subsidies Over Time, WASHINGTON POST (July 2, 2006), http://www.washingtonpost.com/wp-dyn/content/graphic/2006/07/02/GR2006070200024.html. Economists analyzing different varieties of taxes found that the removal of corn subsidies would be equivalent to a tax on HFCS of 3.72 percent, which would abate 0.53 percent of all sweetener use. They concluded that "this policy is an ineffective way to abate sweetener use compared to a soda tax." Zhen Miao et al., Taxing Sweets: Sweetener Input Tax or Final Consumption Tax?, 30 CONTEMP. ECON. POL’Y. 344, 344–61 (2011).
25. Some states might consider revising their tax codes to address current sales tax strategies on food for home consumption for public health purposes and to address regressivity when it comes to whole foods. See generally CTABUDGET AND POLICY PRIORITIES, WHICH STATES TAX THE SALE OF FOOD FOR HOME CONSUMPTION IN 2009? (2009), available at www.cbpp.org/3-16-06sp3.pdf. These states might consider removing the tax from whole food items and ingredients and maintaining the sales tax only on highly processed food and beverage items. See Jamie F. Chriqui et al., State Sales Tax Rates for Soft Drinks and Snacks Sold Through Grocery Stores and Vending Machines, 2007, 29 J. PUB. HEALTH POL’Y 226 (2008).
II. TAX THE PERSON

One proposed tax strategy is to tax people who are overweight, fail to lose weight, or who have diabetes. The rationale behind this type of tax is that people should take personal responsibility for their health. Under this theory, the government’s role is to engage people to manage their own disease and take care of themselves in order to save on health care costs.

A tax that targets people based on physical characteristics would be difficult to administer and is likely to be ineffective and stigmatizing. The tax would also be especially regressive for low-income individuals who are already overweight. There is significant scientific consensus that current weight loss methods, interventions, trials, and programs are not effective in helping people lose a meaningful amount of weight or maintain weight loss or a healthy body weight. Therefore, it cannot be expected that an overweight individual could lose enough weight to avoid the tax. Instead of deterring consumption, the tax would be a lifelong penalty for being overweight for a large percentage of the U.S. population. Further, such a tax would persistently and negatively impact those of low economic status. They would be doubly penalized for being poor: first because they do not have the resources to eat as well as the wealthy and second because a person of wealth could afford to


27. Id.; see also Marc Lacey, Arizona Asks To Set Fines For Risks, N.Y. TIMES, Apr. 2, 2011, at A13.

28. The debate over efficacy and fairness of penalties for unhealthy behaviors, including maintaining a high BMI (body mass index), has made headlines in the context of health care reform. See Health Plan Costs For Obese And Smokers Could Rise After Supreme Court Ruling, HUFFINGTON POST (June 29, 2012), http://www.huffingtonpost.com/2012/06/29/health-plans-obese-smokers-supreme-court_n_1636139.html?view=print&comm_ref=false. Employers create workplace wellness programs, some emphasizing incentives and others instituting penalties, for certain behaviors. The Affordable Care Act limits certain types of punitive penalties but ostensibly allows financial incentives and disincentives based on weight. Consumer groups, unions and the American Heart Association caution against using this approach, arguing that a person’s health status is the result of complex factors not always within his or her control. ROBERT WOOD JOHNSON FOUNDATION, HEATH POLICY BRIEF: WORKPLACE WELLNESS PROGRAMS 4 (December 4, 2012).

29. Rebecca M. Puhl & Chelsea A. Heuer, Obesity Stigma: Important Considerations for Public Health, 100 AM. J. PUB. HEALTH 1019, 1021 (2010) (discussing "[a] systematic review of 80 randomized clinical trials of weight-loss interventions . . . [that] found the mean weight loss across studies to be 5% to 9% at 6 months, with a subsequent plateau across most interventions"; "[a] meta-analysis of 46 randomized controlled trials that revealed a maximum . . . of approximately 6% of body weight lost at 1-year follow-up"; and the finding that "[p]atients who have lost weight through [diet] typically retain 30% to 85% of their lost weight" after the first year, and "most (if not all) of their lost weight within 5 years").
be overweight or have diabetes and pay the tax. This tax would thus not address the poor eating practices of wealthier individuals even though it is equally unhealthy for them to consume an excess amount of unhealthy food.

In addition, singling out people with medical problems to pay a tax on those conditions is stigmatizing. Some believe that stigmatizing obese people positively influences their behavior, but research on the subject shows the opposite is true. A significant body of research reveals that adolescents and adults who suffer stigmatization based on their weight use unhealthy coping strategies, including increased eating, and adults with more exposure to stigma have higher BMIs.\textsuperscript{30} Leading researchers on the topic of weight bias have concluded that:

\begin{displayquote}
[W]eight stigma is not a beneficial public health tool for reducing obesity or improving health. Rather, stigmatization of obese individuals poses serious risks to their psychological and physical health, generates health disparities, and interferes with implementation of effective obesity prevention efforts.\textsuperscript{31}
\end{displayquote} 

Taxing the person in this case would be comparable to taxing people with lung cancer instead of taxing the tobacco products that caused the disease.\textsuperscript{32} Rather than taxing the person who uses the product—either as intended (e.g., cigarettes), more than intended (e.g., alcohol), or not as intended (e.g., firearms)—and suffers health consequences as a result, taxing the product is a better solution for public health, social justice, and equitable application of the law.

III. Tax the Product

A second option is to tax a product associated with poor health outcomes in an effort to foster public health. Excise taxes on such products are common in the United States. Tobacco, alcohol, and firearms are contributors to the leading causes of premature death

\begin{footnotesize}
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\item \textsuperscript{31} Puhl & Heuer, \textit{supra} note 29, at 1019.
\item \textsuperscript{32} Thank you to Dr. Kelly Brownell for this analogy.
\end{itemize}
\end{footnotesize}
in the United States,\textsuperscript{33} and all are subject to federal excise taxes.\textsuperscript{34} Public health advocates have focused on sugary beverages as the subject of state or local tax interventions because the health risks associated with sugary drink consumption are better established in the research, discussed further below, than the risks from any other food.\textsuperscript{35}

\textbf{A. Rationale}

Sugary beverage intake is associated with weight gain, overweight, and obesity and is an independent risk factor for diabetes and heart disease.\textsuperscript{36} The body does not compensate for caloric intake from sugary liquids by reducing intake of other forms of calories.\textsuperscript{37} This means that people do not eat less when they consume calories from sugary beverages, as they might if they consumed the same calories from whole foods.\textsuperscript{38} Sugary drink consumption is consistently associated with higher overall energy intake,\textsuperscript{39} and thus the association between consumption and weight gain is stronger than for any other food. These drinks are also the most consumed snack by adults and the largest source of added sugar in the diets of all Americans.\textsuperscript{40}

Public health advocates propose that states place excise taxes on sugary beverages to dissuade consumption and raise revenue that is earmarked for public health.\textsuperscript{41} An excise tax is "a duty or impost


\textsuperscript{36} See, e.g., Vasanti S. Malik et al., \textit{Sugar-Sweetened Beverages, Obesity, Type 2 Diabetes Mellitus, and Cardiovascular Disease Risk}, 121 \textit{Circulation} 1356, 1356 (2010).


\textsuperscript{38} See \textit{id.} at 669.


\textsuperscript{41} Brownell et al., \textit{supra} note 35, at 1602-03.
levied upon the manufacture, sale, or consumption of commodities. For sugary beverages, it would be imposed on the syrup or beverage manufacturer for beverages with added caloric sweetener. The goal of an excise tax is to increase the base price of the product. Conversely, a sales tax is imposed at time of payment, after most consumers have decided to make the purchase. A sales tax encourages consumers to buy larger containers and does not impact the cost of free refills.

Against this background, two rationales have emerged to support such a tax. First, the government has a history of taxing luxury products and products associated with disease. For example, the federal government, all fifty states, and the District of Columbia have an excise tax on tobacco products. Some states implement high tobacco tax rates specifically to deter consumption. The use of an excise tax for these purposes was also the rationale behind one of America’s first taxes, an excise tax on whiskey. The Supreme Court has since confirmed that the government’s use of the power to tax is legitimate even if implemented specifically to deter behavior.

A second rationale used to justify a sugary beverage tax is that of market failure. The low cost of sugary beverages does not reflect the negative externalities associated with the health problems resulting from consumption, including higher health care, personal welfare, and lost productivity costs from overweight, obesity, and their comorbidities. The tax would account for these externalities and correct this market failure.

42. Tax Guide, supra note 34, at 26 (internal citation omitted).
43. Id. at 29 (discussing the luxury automobile tax).
45. Two years after the Constitution was ratified, Congress enacted the first federal excise tax on whiskey. See Tax Guide, supra note 34, at 23. Alexander Hamilton was the Secretary of Treasury at that time and expressly proposed the tax on this “national extravagance” to “diminish the consumption of it,” which he thought “would be equally favorable to the agriculture, to the economy, to the morals and to the health of the society.” Steve Simon, Alexander Hamilton and the Whiskey Tax, Alcohol & Tobacco Tax & Trade Bureau, U.S. Dep’t of the Treasury, http://www.ttb.gov/public_info/special_feature.shtml (last visited Nov. 11, 2012).
46. See, e.g., United States v. Sanchez, 340 U.S. 42, 44–45 (1950) (holding that a federal tax passed by Congress in order to deter the use and sale of marijuana is not unconstitutional).
Unlike sales taxes, excise taxes are more amenable to earmarking, which is the dedication of revenue from a particular tax stream to a specific purpose. Excise taxes represent a significant revenue stream for the government, but many are earmarked for a specific fund related to the purpose of the tax. For example, federal excise taxes placed on special motor vehicle and diesel fuels are earmarked for the Highway Trust Fund to finance federal highway projects.

Public health advocates argue that an excise tax on sugary beverages should be earmarked for public health. For example, the funds could be redirected into low-income communities to correct the health disparities that result from a lack of access to healthy food and health care services. The money could also be used to fund public health programs or to specifically subsidize healthier food, such as fruits and vegetables.

People with lower incomes spend a larger percentage of their income on food than people with higher incomes. Price elasticity varies among the population, with those at lower incomes reacting more to increased prices. If the goal of the tax is to reduce consumption, regressivity is minimized when the low-income group purchases less of the unhealthy item, thereby spending less of their income on it and potentially improving health outcomes. Earmarking the tax revenue for public health initiatives specifically to benefit low-income communities seeks to address regressivity concerns.

B. Policy Discussion

Advocates analogize the potential benefits of a sugary beverage tax to the successful use of taxation as a strategy in tobacco control. Tobacco taxes are credited with a reduction of smoking rates,

49. See TAX GUIDE, supra note 34, at 27.
50. Id. at 33–34.
52. Special Rapporteur, supra note 20, ¶ 39, 50.
53. Miao et al., supra note 24, at 345.
54. See id. at 359–60.
especially in youth, and raising revenue to fund other tobacco control programs. Economists differ on the expected impact of sugary beverage taxes, but there seems to be a consensus that it could generate billions of dollars in revenue and reduce sugary beverage consumption to positively influence health.

State legislative bills vary in the amount of their proposed sugary beverage tax, ranging from a penny per ounce to two cents per ounce. While all proposals would raise revenue, economists debate how large a tax on sugary beverages must be in order to reduce consumption rates. A penny per ounce tax would raise the price of a twenty-ounce beverage by twenty cents. Conversely, the average state tobacco tax is $1.49 per pack, and there is a correlation between higher tax rates and lower smoking rates. As of March 2012, the average tax of the five states that are both among the top ten states with the lowest smoking rates and the top ten states with the highest tobacco taxes is $2.86. There is thus a concern that the proposed sugary beverage taxes are too low to impact consumption.

Economists calculate that consumers may be more sensitive to price increases for sugary beverages than for tobacco. The price elasticity for tobacco is -0.25 to -0.50, which means "that if cigarette prices rise by 10%, overall cigarette smoking will fall by between 2.5 and 5%." Conversely, the price elasticity for sugary beverages is approximately -0.8, so a 10 percent increase in price...
should reduce consumption by 8–10 percent. Thus, compared to cigarettes, the demand for sugary beverages is more elastic, and the decline in consumption should be higher at lower tax rates.

Many economists calculate that a penny per ounce tax on sugary beverages is sufficient to reduce consumption. Other studies suggest that a higher tax would be necessary. One study examined states with existing sales tax rates on soft drinks, finding that the largest was 7 percent, with a mean differential, or the amount more than taxes on other food, of 3.5 percent. The researchers found these small taxes did not have a measurable impact on soft drink consumption or obesity among children in those states, so if reducing consumption is the goal, policymakers should consider higher taxes at the outset. If the tax gets implemented but primarily raises revenue and does not decrease consumption as expected, lawmakers could incrementally increase the tax until it reaches a deterrent level, as has been done with tobacco over the decades. Furthermore, even small excise taxes could generate revenue that can be earmarked for other obesity prevention efforts.

States with high tobacco tax rates and low smoking rates tend to also have minimum price laws for tobacco products, which could be a useful strategy for food taxes. Minimum price laws have proven necessary because tobacco manufacturers offer price discounts, coupons, and other promotions that bypass the purpose of the tax. As evidence of this, the Centers for Disease Control and Prevention (CDC) found that "cigarette manufacturers spent $12.5 billion on marketing and promotional expenditures in 2006, 74% of which was spent to reduce the price of cigarettes at the point of

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67. See, e.g., Wang et al., supra note 57, at 202; Andreyeva et al., supra note 57, at 413.
68. See Sturm et al., supra note 61, at 1057.
69. Id.
70. See id. at 1058.
71. Roy G. Blakely & Gladys C. Blakely, The Revenue Act of 1918, 9 AM. ECON. REV. 213, 235 (1919) ("Taxes such as those provided for in this title may serve one of two purposes: either to provide revenue or to discourage the buying of luxuries. The two results are not likely to be achieved in the same bill, because if the rates are high enough to accomplish the latter, not as much revenue will be produced as if the rates were lower.").
72. See generally Emmons et al., supra note 56.
Sugary beverage manufacturers can be expected to employ similar strategies. Additionally, there is no guarantee that manufacturers will pass through the tax on the price of sugary beverages alone rather than spreading the price increase among a wider range of their products. For example, manufacturers could divide the tax among all of their products, which would nullify the impact of the tax. The simultaneous enactment of minimum price laws with sugary beverage taxes could address these dual concerns.

Finally, unlike for cigarettes, substitution by consumers of similarly unhealthy products is a concern when taxing food products. In addition to price, other factors may also impact consumers' substitution decisions, such as caffeine dependence or whether they are seeking a snack, a sweet, or a thirst quencher. Possible outcomes of a sugary beverage tax include no substitution, substitution with zero calorie beverages, or substitution with caloric food or beverages.\(^7\)

Two caloric beverages have been suggested as possible substitutions: milk and juice.\(^7\) Substitution with plain milk would be a healthful alternative for children\(^7\) and not a likely substitute for adults because adult milk consumption is historically low.\(^7\) Alternatively, if substitution occurs with juice, this would decrease the efficacy of the tax due the body's similar response to juice's naturally occurring sugar.\(^8\) Nonetheless, if the tax is high enough to effectively deter purchase of sugary beverages, then consumption of products with added sugars should decline, which is the ultimate goal of the tax.

C. Excise Tax and SNAP

The Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, provides money to low income persons to purchase food. There are few limitations on the use of

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75. Id. at 390.
76. See Andreyeva et al., supra note 66, at 221.
77. See Lin et al., supra note 57, at 332.
79. SEBASTIAN ET AL., supra note 78, at 1–2.
this money; recipients can purchase all packaged food and beverages except alcohol and prepared food, e.g., rotisserie chicken. Recipients do not pay sales tax on food items purchased with SNAP dollars. Instituting an excise tax on sugary beverages, if passed on to consumers by manufacturers as anticipated, would increase the base price of the beverage. Thus, this type of tax would be passed on to SNAP recipients, unlike a sales tax with similar intent.

SNAP recipients purchase more sugary beverages than the general population, WIC recipients, and higher income consumers. One study of scanner data estimated that at least 1.7 billion SNAP dollars were used to purchase sugary beverages in 2011. This was a conservative estimate, and SNAP recipients are likely spending quite a bit more on these beverages. New York City and several states have protested this use of government money and petitioned the United States Department of Agriculture (USDA) to consider piloting a change to the guidelines to remove sugary beverages from eligibility or to revise the nutritional requirements of SNAP purchases. The USDA has rejected these proposals. If it considers this in the future, and effectively reduces sugary beverage consumption, this policy would have had the potential to positively impact public health for the 46.2 million Americans currently receiving SNAP benefits. Excise taxes would also impact SNAP purchases by increasing the price of the product on the shelf, making them an effective tool for dissuading purchase for all consumers.


86. Kurtzleben, supra note 82.
IV. TAX THE NUTRIENT, CALORIE, OR INGREDIENT

Another policy option is to tax elements of the food: a specific nutrient, such as fat, caloric content, or an ingredient, such as added sugar. These options are explored below.

A. Fat

The world's first fat tax made headlines when instituted by Denmark in 2011. The media reported that Denmark's tax on saturated fat was intended to address diverse issues, including obesity and cardiovascular disease, and to close a budget gap. Saturated fat is, however, often naturally occurring in healthy and unhealthy food, and the tax applied whether or not the taxed product is considered healthy. In November 2012, the Danish government announced it was rescinding the country's fat tax because it was difficult to administer, politically disfavored, and encouraged citizens to cross the border to purchase foods covered by the tax (e.g., specialty cheeses).

Outdated dietary recommendations for the prevention and treatment of cardiovascular disease include advice to replace dietary fat with carbohydrates. Leading scientists have found that this replacement, particularly with refined carbohydrates, can negatively impact cholesterol, lead to insulin resistance, and increase the risk for obesity. One conclusion is clear: fat is not considered to be the

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88. Lisa Abend, *Beating Butter: Denmark Imposes the World's First Fat Tax*, TIME, Oct. 6, 2011, available at http://www.time.com/time/world/article/0,8599,2096185,00.html. The country has a 10 percent obesity rate, which is low for Europe, and previously banned trans fat—the one fat for which there is little debate about associated ill-health effects. *Id.*
89. Nutritionists that consider saturated fat unhealthy might still differentiate between, say, milk produced from grass-fed cows and a greasy fast-food hamburger.
primary driver of obesity.\textsuperscript{93} Taxing fat to influence obesity outcomes in the United States would not be an advised strategy.

\textbf{B. Calories}

Enacting a tax based on calorie content is especially problematic from a health standpoint. Not all calories come with the same health benefits or detriments.\textsuperscript{94} Specific dietary components can individually impact nutritional health and weight gain. For example, in one study researchers found that nut consumption was inversely related to weight gain while potato chip consumption was positively related\textsuperscript{95} despite the fact that one serving of nuts is 170 calories\textsuperscript{96} and one serving of potato chips is 160 calories.\textsuperscript{97} Also, consider that the Frosty, a frozen dessert product at Wendy's, is fewer calories than any of the restaurant's salads. However, it would be difficult to argue the dessert is the healthier option.\textsuperscript{98}

Advocates of a calorie tax defend the idea on the grounds that taxing specific items or nutrients would lead to substitution.\textsuperscript{99} If a calorie tax was imposed, however, substitution is just as or even more likely. Substitution may occur within or across categories and can have the unintended effect of decreasing consumption of healthier foods or positive nutrients currently derived from a higher calorie food option. This problem is especially evident when an unhealthy, lower-calorie product is a potential substitute for a...

\textsuperscript{93} Robert H. Lustig et al., \textit{The Toxic Truth About Sugar}, 482 NATURE 27, 28 (2012); see also Marni Jameson, \textit{A Carb Reversal; Fat Was Once the Devil. Now More Nutritionists Are Pointing Accusingly at Sugar, Refined Grains}, L.A. TIMES, Dec. 20, 2010, at E1. ("Fat is not the problem," says Dr. Walter Willett, chairman of the department of nutrition at the Harvard School of Public Health. 'If Americans could eliminate sugary beverages, potatoes, white bread, pasta, white rice and sugary snacks, we would wipe out almost all the problems we have with weight and diabetes and other metabolic diseases.").

\textsuperscript{94} \textit{Good Calories, Bad Calories} (2007).

\textsuperscript{95} See Dariush Mozaffarian et al., \textit{Changes in Diet and Lifestyle and Long-Term Weight Gain in Women and Men}, 364 N. ENG. J. MED. 2392, 2401 (2011) (finding that vegetables, whole grains, fruit, nuts, and yogurt were inversely related to weight gain while potato chips, potatoes and fries, sugary beverages, unprocessed and processed red meat, sweet desserts, refined grains, and fruit juice were positively associated with weight gain).


\textsuperscript{99} AEVideo, \textit{Daniel Sumner: To Reduce Obesity, Tax Calories}, YouTube (Apr. 12, 2012), http://www.youtube.com/watch?v=IvidAtRbK38 (advocating for a calorie tax by arguing that other taxes, such as on fat or sugar, would lead to substitution between them).
higher-calorie, healthy item. Two percent milk contains essential vitamins and minerals and is more satiating than sugary beverages, but a parent with limited resources might substitute reduced fat milk at 183 calories per twelve ounces with a “juice” drink, composed of more than 98 percent water and high fructose corn syrup at one-hundred calories per twelve ounces, if the latter is cheaper and seems healthier. Taxing calories also does not account for total calories consumed or required per person. It is therefore not a promising strategy to correct the mis-nutrition prevalent in the United States or to address obesity.

C. Added Sugar

High consumption of processed carbohydrates, particularly sugary products, is associated with metabolic changes, weight gain, obesity, and diabetes. Research indicates that people with the highest sugar intake have the lowest micronutrient intake. The major source of added sugar in the American diet is derived from commercially sweetened products, including sugary beverages, grain-based desserts, dairy desserts, syrups, candy, and processed cereals for children. In a 2011 USDA study, three of the four food groups—not including alcoholic beverages—that adults relied on for snacks included products high in added sugar, i.e., sugary beverages, candy, and baked goods.

Economists at Iowa State University analyzed the difference among several added sugar taxing strategies, including taxing final products that contain added sugar and taxing sugar as an input at

100. SEBASTIAN ET AL., supra note 78.
103. Lustig et al., supra note 93, at 28; Jean A. Welsh et al., Caloric Sweetener Consumption and Dyslipidemia Among US Adults, 303 JAMA 1490, 1490 (2010); Jean A. Welsh, et. al., Consumption of Added Sugars and Indicators of Cardiovascular Disease Risk Among US Adolescents, 123 CIRCULATION 249, 249 (2011).
104. See Rachel K. Johnson et al., Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement from the American Heart Association, 120 CIRCULATION 1011, 1015 (2009); Nelia P. Steyn et al., Evidence to Support a Food-Based Dietary Guideline on Sugar Consumption in South Africa, 81 BULL. WORLD HEALTH ORG. 599, 604–05 (2003).
105. See Linda Van Horn et al., Translation and Implementation of Added Sugars Consumption Recommendations: A Conference Report from the American Heart Association Added Sugars Conference 2010, 122 CIRCULATION 2470, 2471 (2010); Welsh et al., supra note 40, at 728.
106. See SEBASTIAN ET AL., supra note 40, at 5.
the manufacturer's production side. They found that the second strategy, taxing sugar as an ingredient, would more effectively reduce the demand for added sugar, impose less of a tax on consumers, and lead to the lowest welfare cost. This is because manufactures would substitute or reduce sugar in the production of the final products. These economists concluded that a tax on sweetener inputs is more efficient and preferable because it reduces sugar consumption and has a smaller impact on welfare costs.

In a subsequent study on product substitution, the same group of economists analyzed twenty-five composite food categories and compared the impact of a tax on added sugar in these foods with a tax on solid fat. For comparison purposes, they taxed fat at a rate based on the calories equivalent to those in a sugary beverage tax of one cent per ounce. The researchers found the tax on added sugar reduced added sugar demand by 7.76 percent and solid fat demand by 1.26 percent. Consumers could more easily switch to lower sugar products because more options were available for substitution. Importantly, the added sugar tax reduced demand of the highest sources of added sugar in the American diet, discussed previously. Other studies support the argument that substitution is less of a concern for an added sugar tax than other nutrient-based taxing mechanisms.

These economic analyses did not consider the welfare gains of consumers' improved health from reduced consumption of high sugar products. The economists noted that if improved health status was incorporated into the analysis, the lowest income group would benefit the most. More research on this type of tax strategy is clearly warranted and could lead to a potential public health victory in the future.

108. Id. at 344, 359–60.
110. Id. at 17.
111. Id. 19–20.
112. Id. at 16–17.
113. Sinne Smed et al., Socio-Economic Characteristics and the Effect of Taxation as a Health Policy Instrument, 32 FOOD POL’Y 624 (2007) (analyzing several tax strategies and finding that the tax on saturated fats decreased the demand for saturated fat by 9 percent and had no impact on the demand for sugar; a similar tax on sugar decreased the demand for sugar by approximately 22 percent and increased the demand for saturated fat about 1 percent).
114. Miao et al., supra note 24, at 345.
Finally, instituting a manufacturers’ excise tax could be used to support public health and would avoid some of the pitfalls of the other taxing strategies discussed above. This is a form of federal excise tax on manufacturers, producers, and importers (collectively manufacturers) of a “taxable article.” Current manufacturers’ excise taxes cover articles ranging from vaccines to sporting goods and are most commonly calculated based on the sale price of the item. In addition to producing revenue, manufacturers’ excise taxes are often specifically earmarked for purposes directly related to the tax. For example, a federal manufacturers’ excise tax on the sale of coal is earmarked for the Black Lung Disability Benefits Trust Fund to finance health benefits for miners. These taxes are imposed at the point of production for efficiency of collection, but manufacturers then pass on the tax to consumers by increasing the price of the final products.

I propose instituting a federal manufacturers’ excise tax to address nutrition related public health issues in the United States. Under this proposal, manufacturers of highly processed food products transported in interstate commerce will be subject to the tax, with the specific purpose of earmarking the revenue for conditional funding opportunities for states and their political subdivisions. The funding will be conditioned on the grantee meeting federally defined requirements to address nutrition, food access disparities, and obesity. This strategy is explored below.

A. Background

The USDA estimates that there are more than 300,000 food products in the U.S., with 12,000 new products introduced each year. Modern food technology has created a “revolution in the
mass preparation" of highly processed convenience foods that are low in nutrients, inexpensive, and "hyperpalatable." Highly processed foods have replaced whole foods in the diets of many Americans, and for those living in low-income areas, highly processed foods may be more accessible than whole food options. In addition, processed foods are more heavily promoted. For example, in 2006, food manufacturers spent over $1.6 billion to market food and beverages to children and adolescents in the U.S., but only 0.7 percent of this total was spent on fruit and vegetable advertising.

Public health and economic studies have found that nutritional quality decreases and obesity increases as people consume a higher proportion of processed food in their diets. A Harvard study following U.S. men and women found that increased consumption of specific processed foods significantly increased the participant's body weight over that time period. The researchers found that weight gain was most strongly associated with each additional serving of potato chips, potatoes and fries, sugary beverages, unprocessed and processed red meat, sweet desserts, refined grains, and fruit juice. Fast food consumption is also independently associated with poor nutrition and increased risk for obesity with French fries, processed meat, and soda among the most frequent

121. Cutler et al., supra note 9, at 93.
123. See Sebastian et al., supra note 40 (highlighting the prevalence of snacking among U.S. adults and the propensity to select unhealthy, processed snacks); see also Cutler et al., supra note 9, at 93-94.
126. See, e.g., Abay Asfaw, Does Consumption of Processed Foods Explain Disparities in the Body Weight of Individuals? The Case of Guatemala, 20 Health Econ. 184, 191 (2011) (finding that an increase in consumption of processed foods leads to a greater likelihood of being obese); Cutler et al., supra note 9, at 94 (finding that obesity rates in different countries are correlated with access to processed foods); Bo Maclnnis & Gordon Rausser, Does Food Processing Contribute to Childhood Obesity Disparities?, 87 Am. J. Agric. Econ. 1154, 1154, 1157 (2005) (finding that consumption of energy-dense processed foods by children increases the probability that they will be obese); Mozaffarian et al., supra note 95, at 2400 (noting a positive association between weight gain and processed foods).
127. Mozaffarian et al., supra note 95, at 2397, 2400.
128. Id. at 2397.
fast food purchases.\textsuperscript{130} No matter the venue, the same foods are associated with weight gain.\textsuperscript{131}

Obesity, its comorbidities, and the negative health outcomes related to poor nutrition are of national concern.\textsuperscript{132} Yet, nutrition related issues have been mischaracterized as a failing in personal responsibility,\textsuperscript{133} and the major food corporations spend millions of dollars lobbying against reform.\textsuperscript{134} The United States spends more on health care, almost $2.5 trillion in 2009, than all comparably wealthy nations and yet simultaneously scores lower on the major indicators of population health, including life expectancy.\textsuperscript{135} Chronic disease drives the majority of U.S. health care spending, and the additional spending due to obesity diverts funds from other nationally important investments, such as education.\textsuperscript{136}

Moreover, in 2012, the IOM found that funding for public health is unstable, which "weakens the ability of public health departments to prevent disease and protect the health of their communities."\textsuperscript{137} More resources are necessary for prevention and to fund these agencies, which have the expertise to prevent further increased incidence of chronic disease and improve health outcomes.\textsuperscript{138}

\footnotesize
\begin{itemize}
\item \textsuperscript{130} See Kerri N. Boutelle et al., \textit{Nutritional Quality of Lunch Meal Purchased for Children at a Fast-Food Restaurant}, 7 CHILDHOOD OBESITY 316, 318 (2011) (stating that additional highly purchased items included sweet desserts).
\item \textsuperscript{131} \textit{Compare id. with} Mozaffarian et al., \textit{supra} note 95, at 2397.
\item \textsuperscript{132} \textit{See F as in Fat, supra note 6, at 3 (arguing that obesity is a challenging issue facing the U.S., affecting both the health of its citizens and the economy).}
\item \textsuperscript{133} 151 CONG. REC. H8927 (daily ed. Oct. 19, 2005) (statement of Rep. Steve Chabot) (debating the Personal Responsibility in Food Consumption Act of 2005, H.R. Res. 554, 109th Cong. (2005), and stating "This bill is about self-responsibility ... If you eat too much, you get fat. It is your fault. Do not try to blame somebody else."); \textit{see also} Kelly D. Brownell et al., \textit{Personal Responsibility And Obesity: A Constructive Approach To A Controversial Issue}, 29 HEALTH AFF. 379, 580-82 (2010); Jennifer L. Pomeranz, \textit{A Historical Analysis of Public Health, the Law, and Stigmatized Social Groups: The Need for Both Obesity and Weight Bias Legislation}, 16 J. OBEsITY 93, 95 (2008) (discussing that HIV-AIDS was once considered to be solely a failing of personal responsibility, but the government quickly understood that the death toll required it to take deliberate action).
\item \textsuperscript{134} For example, in 2011, Coke and PepsiCo reported spending $4,740,00 and $2,610,00 respectively on lobbying. See Nancy Watzman, \textit{Food and Media Companies Lobby to Weaken Guidelines on Marketing Food to Children}, SUNLIGHT FOUND. REPORTING GROUP BLOG (Dec. 5, 2011, 11:38 AM), http://reporting.sunlightfoundation.com/2011/Food_and_media_companies_lobby/.
\item \textsuperscript{136} \textit{Id.}
\item \textsuperscript{137} \textit{Inst. of Med. of the Nat'l Acad., FOR THE PUBLIC'S HEALTH: INVESTING IN A HEALTHIER FUTURE 3 (2012), available at http://www.iom.edu/-/media/Files/Report%20Files/2012/For-the-Publics-Health/phfunding_rb.pdf.}
\item \textsuperscript{138} \textit{Id. at} 1-2.
\end{itemize}
Thus, a manufacturers' excise tax on those who produce highly processed food, explained further below, would help to generate revenue that could be earmarked for public health. Because the modern food environment creates issues of accessibility, regressivity, and health disparities, such a tax would not be instituted to deter consumption. Unlike the sugary beverage taxes discussed above, this is a revenue generating measure to provide states with financial assistance to meaningfully address modern public health problems, especially chronic disease related to poor nutrition.

B. The Plan Defined

1. Manufacturers

The manufacturers of taxable articles include the obvious producers and importers of highly processed food products typically found in retail outlets under brand names or private labels, but also manufacturers of food sold to fast food establishments. To tax one and not the other would encourage consumption of the same offensive products simply purchased at a different type of retail outlet. Fast food outlets receive their processed products through a distribution network.

Federal law already provides a method to identify the manufacturers who would be subject to this tax. A regulation adopted pursuant to the Public Health Security and Bioterrorism Preparedness and Response Act of 2002 (the Bioterrorism Act) requires owners, operators, and agents in charge of domestic and foreign facilities “engaged in manufacturing/processing, packing, or holding of food for human consumption in the United States” to register their facilities with the Food and Drug Administration (FDA).\(^\text{139}\) Facilities exempt under the Bioterrorism Act would not be subject to this tax. This includes farms, retail and nonprofit food establishments, restaurants, fishing vessels, and USDA-regulated facilities that produce meat, poultry, and eggs.\(^\text{140}\) To implement the tax, Congress could direct the FDA to identify those registered facilities that manufacture the taxable articles and designate them as subject to the tax.

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\(^{139}\) 21 C.F.R. § 1.225(a) (2011).

\(^{140}\) 21 C.F.R. § 1.226(b)-(g) (2011). Foreign facilities are also exempt if the food from such facilities undergoes final manufacturing/processing before reaching the United States. \(\text{Id.} \ § 1226(a)\).
2. Taxable Articles

Several groups have defined processed foods, also called packaged food. The definition of processed foods published by members of the food industry would be too over inclusive for a manufacturers' excise tax from both a public health standpoint and business perspective.\textsuperscript{141} The definition of highly processed foods used in a paper by the CDC,\textsuperscript{142} on the other hand, is more specific and similar to university researchers' definition of "ultra-processed food products."\textsuperscript{143} These definitions separate highly processed food from unprocessed, minimally processed, and primary processed items. Only highly processed items, which have undergone a second processing into a readily edible form, would be taxable articles. This definition captures all the processed foods found to increase BMI and lead to poor nutrition outcomes in the studies reviewed above.

Minimally processed items and ingredients, such as dairy and cooking oils, would therefore not be subject to the tax. From a public health perspective, only highly processed foods should be the target of a tax, even if other issues, such as whole food access and price, are addressed. Items such as dairy are considered healthy from a nutritional standpoint, and ingredients used for cooking, which should be encouraged, are not the types of processed products this tax seeks to target. Thus, the IRS could use the CDC food classification to define the parameters of the tax to attach to highly processed food products only.

3. Internal Revenue Code

The proposed manufacturers' excise tax is consistent with the federal government's historical use of its taxation power. Prior to the Internal Revenue Code of 1939, Congress passed a series of annual revenue acts.\textsuperscript{144} The Revenue Acts of 1918 and 1932 had

\begin{itemize}
\item \textsuperscript{141} Eleanore Alexander et al., \textit{Major Multinational Food and Beverage Companies and Informal Sector Contributions to Global Food Consumption: Implications for Nutrition Policy}, 7 \textit{GLOBAL HEALTH}, no. 1, 2011, at 1, 1–2.
\item \textsuperscript{142} Asfaw, supra note 126, at 186 (defining highly processed foods as "[f]ood items that have undergone secondary processing into a readily edible form . . . [and] are expected to contain high level[s] of added sugars, fats and salt.").
\item \textsuperscript{143} Monteiro et al., supra note 122, at 8 (defining ultra-processed food products as the "processing of a mix of [processed] ingredients and [unprocessed] foodstuffs in order to create durable, accessible, convenient and palatable ready-to-eat or ready-to-heat food products liable to be consumed as snacks or to replace home prepared dishes.").
\item \textsuperscript{144} See \textit{TAX GUIDE}, supra note 34, at 25.
\end{itemize}
provisions for excise taxes to be paid by manufacturers of luxury items, including chewing gum and candy.\footnote{145}

Manufacturers' taxes are usually based on the sales price of products that are relatively expensive. For example, the tax on sports fishing equipment is 10 percent of the sales price of a fishing pole (not to exceed $10).\footnote{146} Calculating a manufacturers' excise tax based on the sales price of foods will not achieve the desired result because highly processed food products are quite cheap.\footnote{147} Other methods are available to determine the correct calculation. For example, the "gas guzzler tax" on luxury automobiles increases as the automobile's fuel economy decreases,\footnote{148} and coal is taxed on the lower of an amount per ton produced or a percentage of the sales price.\footnote{149} The proposed tax on manufacturers of highly processed food should therefore be calculated based on the number of taxable articles produced or imported. Economists at the IRS could determine the precise method to ensure the taxing strategy is the most efficient and effective for present purposes.

4. Conditional Funding

The Supreme Court describes the conditional funding arrangement as akin to a contractual relationship between the federal government and the states.\footnote{150} Through this tax and spend mechanism, the federal government would be able to generate revenue to be earmarked for conditional funding programs. Congress could then use its spending power to encourage and support nationwide public health efforts at the state level\footnote{151} by attaching conditions to

\footnote{145. Blakely, supra note 71, at 235; Roy G. Blakey & Gladys C. Blakey, The Revenue Act of 1932, 22 AM. ECON. REV. 620, 621 (1932). A "Tax on Beverages" was included in the Revenue Act of 1918, which mostly addressed alcoholic beverages but also included a "tax of one cent for each ten cents or fraction thereof paid for all goods bought at a soda fountain." Blakely, supra note 71, at 233-34.}

\footnote{146. TAX GUIDE, supra note 34, at 142.}

\footnote{147. See Drewnowski, supra note 12, at 1186-87 (finding that fats, carbohydrates, and sugars had very low food costs per one-hundred grams); Rehm et al., supra note 15, at 1338 (noting that diet quality increased with diet cost).}

\footnote{148. Id. at 135-36.}

\footnote{149. Id. at 138.}


\footnote{151. See Fulfillove v. Klutznick, 448 U.S. 448, 474 (1980) ("Congress has frequently employed the Spending Power to further broad policy objectives by conditioning receipt of federal moneys upon compliance by the recipient with federal statutory and administrative directives.").}
the receipt of federal funds by the states and their political subdivisions.\(^{152}\)

The Supreme Court has specified that Congress’s spending power is subject to several requirements, all of which would be met here. First, Congress must exercise the spending power “in pursuit of the general welfare.”\(^{153}\) Second, it must be clear and unambiguous about the terms of accepting funds so states can exercise the choice “cognizant of the consequences” of participation.\(^{154}\) Third, the Court has suggested that conditional grants should be related to a federal interest in national programs and projects.\(^{155}\) Finally, the conditional grant cannot be barred by other constitutional provisions, meaning the federal government cannot ask states to violate the constitution by undertaking the required conditions.\(^{156}\)

First, Congress clearly would be seeking to advance the general welfare through this conditional funding program. The Court has allowed Congress to determine what constitutes the general welfare,\(^{157}\) and the Court has upheld conditional funding in the context of public health programs in the past.\(^{158}\)

Second, states must be given a “legitimate choice” whether to accept the funds,\(^{159}\) so Congress must clearly specify the conditions of the acceptance so grantees can “exercise their choice knowingly, cognizant of the consequences of participation.”\(^{160}\) Congress has a history of unambiguously defining the terms and conditions of similar funding initiatives. For example, under the Public Health Service Act, the federal government provides formula grants to the states for the prevention of HIV-AIDS,\(^{161}\) with funding conditioned on the states undertaking and refraining from specific practices.\(^{162}\) This is akin to the public health conditional funding strategy proposed in this Essay. Under this plan, Congress would delegate the administration of this federal grant to the CDC. The CDC has vast experience in both monitoring public health and administering

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153. Id. at 207.
154. Id.; see also Pennhurst State Sch. & Hosp., 451 U.S. at 17.
155. Dole, 483 U.S. at 207-08.
156. Id. at 208, 210.
160. Dole, 483 U.S. at 207.
grants to support public health programs.\textsuperscript{163} Conditional funding opportunities would be available directly to states and local governments or to nonprofit organizations in coordination or cooperation with the states.\textsuperscript{164} The qualifying grantees would then need to agree to undertake the specific predefined practices delineated in the table below. None are so coercive as to raise concerns that the grantees are not able to exercise free choice.\textsuperscript{165}

Third, the proposed conditional funding program is related to the national interest in public health and maintaining the federal programs related to health care spending. In addition to the yearly estimate of almost $2.5 trillion spent on health care in general, experts analyzed the cost of obesity and obesity-related diseases. They found that in 2006 the increased prevalence of obesity was responsible for almost $40 billion of increased medical spending from all payers, government and private, compared to a baseline of $78.5 billion in 1998. A current accepted estimate of medical costs related to obesity is $147 billion per year as of 2008,\textsuperscript{166} including preventive, diagnostic, and treatment services. Overall, Medicare and Medicaid spending are 8.5 percent and 11.8 percent higher, respectively, due to obesity. For example, Medicare spent $7 billion in 2006 for obesity-related prescription drug costs alone.\textsuperscript{167}

Finally, Congress would commission the IOM to work with the CDC to determine best practices, with measurable outcomes and methods for evaluation. The CDC would provide funding to state and local governments and health agencies on the condition that they enact policies, laws, or regulations in the manner specified to

\textsuperscript{163} See generally CDC Budget, Grants, and Funding, Ctr. for Disease Control, http://www.cdc.gov/stltpublichealth/GrantsFunding/index.html (last visited Apr. 28, 2012). Cf. Hillsborough Cnty. v. Automated Med. Labs, Inc., 471 U.S. 707, 721 (1985) (addressing a dispute under the Public Health Service Act, the Supreme Court noted that Congress delegated authority to the FDA to promote the regulation, because, as an agency, the FDA can monitor the effects of the federal program on a continuous basis and identify whether regulated entities are meeting the goals of the federal legislation).


\textsuperscript{165} Nat'l Fed'n of Indep. Bus. v. Sebelius, 132 S. Ct. 2566, 2604 (U.S. 2012). This second requirement additionally means that "the financial inducement offered by Congress" cannot be "so coercive as to pass the point at which 'pressure turns into compulsion.'" Id.

\textsuperscript{166} Eric A. Finkelstein et al., Annual Medical Spending Attributable to Obesity: Payer-and Service-Specific Estimates, 28 Health Aff. 822, 822 (2009); see also Ctrs. for Disease Control & Prevention, Causes and Consequences, Obesity & Overweight, http://www.cdc.gov/obesity/causes/economics.html (last visited Apr. 28, 2012) ("Indirect costs [associated with overweight and obesity] relate to morbidity and mortality costs. Morbidity costs are defined as the value of income lost from decreased productivity, restricted activity, absenteeism, and bed days. Mortality costs are the value of future income lost by premature death.").

\textsuperscript{167} Finkelstein et al., supra note 166, at 822; see also Barbara Bartlein, Will Obesity Make Medicare go Bankrupt?, DAILY FINANCE (Dec. 2, 2009, 1:00 PM), http://www.dailyfinance.com/2009/12/02/will-obesity-make-medicare-go-bankrupt/.
advance public health, prevent obesity, and address nutrition and food related disparities. Table 1 presents several best practices considered and analyzed by separate committees for the CDC and IOM. These strategies could be included in the conditional funding grants program. None of these strategies would require potential grantees to violate the constitution. In fact, many of these best practices were developed through their successful enactment in state and local jurisdictions.

### Table 1

<table>
<thead>
<tr>
<th>Best Practices</th>
<th>Potential Methods</th>
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<tr>
<td>Promote the availability of affordable healthy food and beverages in the community, retail setting, and farmers markets through fiscal policies and economic incentives.</td>
<td>Create incentive programs to attract supermarkets and grocery stores to underserved neighborhoods (e.g., tax credits, grant and loan programs, and small business and economic development programs). Encourage participation in government nutrition assistance programs; encourage farmers markets to accept Special Supplemental Nutrition Program for Women, Infants and Children (WIC) food package vouchers and WIC Farmers Market Nutrition Program coupons; and encourage and make it possible for farmers markets to accept [SNAP] and WIC Program Electronic Benefit Transfer (EBT) cards by allocating funding for equipment that uses electronic methods of payment.</td>
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<tr>
<td>Enact local ordinances to discourage unhealthy food and beverage consumption.</td>
<td>Adopt land use, conditional licensing, and zoning ordinances to restrict unhealthy food near schools and playgrounds.</td>
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168. In many states the health department is the responsible agency, but other agencies would likely be involved. There are thousands of local health agencies and fifty-nine state health agencies (including fifty states, DC, and eight territories). The majority of the fifty-nine state health agencies have rulemaking authority. See Ass’n of State & Territorial Health Officials, 2 ASTHO Profile of State Public Health 30 (2011), available at http://www.astho.org/Display/AssetDisplay.aspx?id=6588.


171. Id. at 8.

172. Id. at 58.

173. Id. at 9; Inst. of Med. of the Nat’l Acads., Legal Strategies in Childhood Obesity Prevention—Workshop Summary 33–40, 61–70 (2011) [hereinafter Legal Strategies]. Note this article does not represent the views of the IOM but rather the views of the experts invited by the IOM Committee on Childhood Obesity Prevention.

Adopt child-care, school wellness, and nutrition policy recommendations.175

Enact restrictions on the sale of competitive food.176

Restrict marketing in public schools, on campuses, and on buses.177

Enact laws for government buildings and government-run facilities, and create programs to promote healthy food access and consumption.178

"Mandate and implement strong nutrition standards for foods and beverages available in government buildings, government-run or regulated after-school programs, recreation centers, parks, and child care facilities."179

Restrict marketing and advertising in these venues.180

"Increase access to free safe drinking water."181

"Adopt building codes to require access to and maintenance of fresh drinking water fountains (e.g., public restroom codes)."182

Encourage breast-feeding.183

Enact policies for all government buildings; create spaces for breast-feeding.184

Encourage communities to organize for change.185

Support social marketing campaigns.186

Encourage local government participation in a coalition or partnership.187

Work across sectors to ensure health is considered in all policies by other government entities, thereby positively influencing transportation, housing, environment, education, and fiscal policies.188

Example: Increase public transportation to provide low-income communities and senior citizens with access to food markets, employment opportunities, and open spaces. This will address environmental pollutants due to automobiles and encourage walking to/from public transportation.189

C. Future of the Plan

The goal of the proposed manufacturers' excise tax is to raise revenue to support specific public health efforts nationally. At some


176. 7 C.F.R. § 210.11(b).

177. LOCAL GOVERNMENT ACTIONS, supra note 169, at 9.


179. LOCAL GOVERNMENT ACTIONS, supra note 169, at 7.

180. Id. at 9.

181. Id. at 8.

182. Id.

183. Id.

184. Khan et al., supra note 169, at 5.

185. Id. at 21.

186. LOCAL GOVERNMENT ACTIONS, supra note 169, at 9.


point, if the U.S. adequately addresses food access and health disparities, a tax on highly processed food designed to deter consumption may be warranted. Taxing highly processed foods associated with poor health outcomes would capture the problematic products and ingredients addressed in the more promising tax strategies reviewed above to discourage their consumption and simultaneously encourage the consumption of whole foods. More studies would be necessary to examine the potential outcomes of this kind of tax in the United States.190

CONCLUSION

States and communities have developed creative solutions to public health problems throughout history191 and have worked to address obesity, food disparities, and nutrition related public health issues. Funding for public health efforts, however, is seriously lacking at present. There is a real role for the federal government to generate revenue, encourage and strengthen these efforts, and support public health in general. Against this background, Congressional use of its tax and spend powers to assist states in addressing obesity, food disparities, and nutrition related issues is necessary and warranted. The federal and state governments can and should utilize evidence-based price altering strategies to address these pressing public health issues.

190. Khan et al., supra note 129, at 3 (finding that a 10 percent increase in the price of fast food is associated with 5.7 percent lower frequency of weekly fast food consumption).

191. Howard Koh, U.S. Assistant Sec. for Health & Hum. Servs., Remarks at Weight of the Nation: CDC's Inaugural Conference on Obesity Prevention and Control 2–3 (July 28, 2009), http://www.adph.org/ALPHTN/assets/WONHowardKoh.pdf. ("[A]ll public health is local. It's got to start and be sustained at the local level.")