

**Statement of Alan M. Preston,
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For the Committee on Children
February 13, 2015**

**In support of
HB-5461, AN ACT IMPOSING A TAX ON SUGARY SOFT DRINKS AND CANDIES.**

Senator Bartolomeo, Representative Urban, and Honorable members of the Committee on Children, I am writing in support of the tax on candy and sugary beverages, **Bill H.B. 5461**, introduced by Rep. Juan Candelaria. In this respect, I would like make these remarks:

What might be the possible impact of this Bill? You might be surprised. I have used realistic estimates for the following calculations:

Population of Connecticut from the 2010 Census = 3,405,525 total

Subtracting infants and toddlers (117,688) = 3,287,877 persons 4 yrs. and up

Percent of persons consuming sugar sweetened beverages per day = 60%

This data from studies at Harvard includes sodas, sweetened fruit drinks & juices, sports drinks, etc. Other references cite a similar percent.

Percent of persons consuming candy per day = 40%

I have used data from the National Confectioners Association.

Therefore it would not be unreasonable to assume that **70% of the population** consumes either candy or sugar sweetened beverages in a given day.

Typical content of a can of soft drink, fruit drink or candy bar is 150 Calories.

Now I am making a very conservative estimate that the tax will cause 1% of consumers to not make a purchase of drink or candy (this is only 1 person out of one hundred) in a given day.

So adjusted to 70% of the population ages 4 and up = 23,015 persons and multiplying by caloric content of the beverage or candy = 345,227 Calories **Not** consumed in only one day.

Since to burn one pound of body fat requires expending 3,500 Calories the amount of fat loss would be $345,227\text{Cal}/3,500\text{Cal} = 986$ Pounds or **almost half a ton** per day by citizens of Connecticut.

I would be most welcome to suggest additional benefits in support of this Bill.

Sincerely,

Alan M. Preston, PhD -University of Puerto Rico, Medical Sciences Campus