



STATE OF HAWAII
DEPARTMENT OF HEALTH

P. O. Box 3378
Honolulu, HI 96801-3378
doh.testimony@doh.hawaii.gov

**Testimony COMMENTING on SB1270
RELATING TO BEVERAGES**

SENATOR JOSH GREEN, CHAIR
SENATE COMMITTEE ON HEALTH

Hearing Date: February 13, 2015

Room Number: 414

Fiscal Implications: Undetermined general fund appropriation to establish a new program. The cost of support has not been quantified.

Department Testimony: We support the intent of Senate Bill 1270 (SB1270) to improve consumer information through labeling but defer to the Governor's Executive Budget request.

The Department supports SB1270 which would require safety warning labels on sealed containers and packaging of sugar sweetened beverages (SSBs) as well as on vending machines, soda fountains, and at point of sale. The concept of this bill is based on national recommendations for reducing the consumption of SSBs. The Division of Physical Activity, Nutrition and Obesity (DNPAO) at the Centers for Disease Control and Prevention (CDC) recommends decreasing the consumption of SSBs as one of six evidence-based strategies for preventing and reducing overweight and obesity. The 2010 Dietary Guidelines for Americans also recommends reducing the intake of SSBs as a method to control calorie intake and managing body weight.

Today in Hawaii, more than one in two adults (BRFSS 2012; 56%) and over one in four high school students (YRBS 2013; 28.2%) are overweight or obese. The rate of adults with diabetes in Hawaii is 8.4% and an additional 12.9% have been diagnosed with pre-diabetes (2013 BRFSS). Hawaii spends an estimated \$470 million annually on obesity-related medical costs, and \$770 million on diabetes-related medical costs. SSBs have been identified by numerous scientific studies as a major contributor to our costly obesity epidemic.

Currently children and adults consume 172 and 175 calories respectively from SSBs a day. A typical 20-ounce soda contains 15 to 18 teaspoons of sugar and about 240 calories.

1 Children and adolescents now consume 10 to 15 percent of their daily caloric intake from SSBs;
2 calories that meet no nutritional need. There is also a strong correlation between weight and
3 soda consumption. In children, each 12 ounce soft drink consumed daily, increases their odds of
4 becoming obese by 60%. Research has found that a small, persistent energy imbalance of as
5 little as 50 calories per day can result in up to a 5-pound weight gain over the course of a year.
6 A recent meta-analysis of 88 cross-sectional and prospective studies found that a higher intake of
7 soft drinks was associated with higher body weight, greater energy intake, lower intake of other
8 nutrients, and worse health outcomes.

9 Requiring a safety warning on all SSB containers and packaging will educate consumers
10 about the health risks associated with drinking SSBs and will also help them make informed
11 choices. Research has demonstrated that health warnings can increase knowledge of health risks
12 and reduce consumption and use of unhealthy products. Evidence also suggests that labels and
13 signs at the point of purchase can impact buying behavior. In 2014, an independent poll
14 conducted by Ward Research found that 72 percent of adults in Hawaii support government
15 inclusion of warning labels that explain the negative effects of SSBs on all packaging.

16 In Hawaii, warning labels have been successfully used as a tobacco control strategy.
17 Warning labels placed on tobacco products along with a comprehensive program that included
18 clean air laws, taxes, retail and advertising restrictions, community engagement, and prevention
19 and cessation programs, drastically cut the rate of smoking for youth (63% from 1999 to 2013,
20 Youth Risk Behavior Survey) and adults (32% from 2000 to 2013, Behavioral Risk Factors
21 Surveillance System). Instituting warning labels on SSBs could be one effective step in a
22 comprehensive strategy to reduce the consumption of SSBs in Hawaii.

23 Thank you for the opportunity to provide testimony.



SB1270
RELATING TO BEVERAGES
Senate Committee on Health

February 13, 2015

1:35 p.m.

Room 414

The Office of Hawaiian Affairs (OHA) Committee on Beneficiary Advocacy and Empowerment will recommend to the Board of Trustees a position of **SUPPORT** for SB1270, which seeks to reduce the rates of obesity, diabetes, and tooth decay through the labeling of sugar-sweetened beverages.

OHA's strategic priorities include Maui Ola (Health), which represents our commitment to improve the quality of life of Native Hawaiians, by reducing the onset of chronic diseases and of obesity in particular. In furtherance of this priority, and in line with Act 155 (Reg. Sess. 2014) and Hawai'i Revised Statutes Section 226-20, we support a "social determinants of health" approach that takes a holistic and systemic view in addressing obesity in Hawai'i's communities.

Although bottled and canned beverages include nutritional labels, including the quantity of sugar in the beverage, many consumers may not know that strong evidence links the consumption of such beverages with an increased risk of obesity and its related morbidities. Sweetened fruit juices, fruit drinks, carbonated sodas, coffee, tea, sports drinks, and energy drinks are all sugar sweetened beverages (SSB) that may contain added caloric sweeteners, often in surprisingly high amounts. For example, a typical 11oz can of coffee may contain around 30 grams of added sugar; this would be equivalent to ¼ cup of sugar in less than 1½ cups of coffee.

This bill may help to significantly decrease the rates of obesity within the Hawaiian and larger communities, by empowering consumers with information that may inform their consumption choices of SSBs. Studies indicate that signs and labels at the point of purchase impact buying behavior, with evidence suggesting that health warnings can both increase knowledge of health risks and reduce the consumption of risky products. Product labelling that educates all potential consumers on the risks associated with SSBs may accordingly prevent and reduce the rates of obesity attributed to their consumption. Notably, this information is also something that consumers appear to desire: in 2014, an independent poll conducted by Ward Research found that 72 percent of adults in Hawai'i support government-required warning labels on the potential negative effects of sugary drinks, on all relevant product packaging.

Accordingly, OHA urges the Committee to **PASS** SB1270. Mahalo nui for the opportunity to testify on this important measure.



Serving the Vending and Refreshment Services Industry

February 12, 2015

VIA ONLINE SUBMISSION ONLY: <http://www.capitol.hawaii.gov/submittestimony.aspx>

The Honorable Josh Green
Chair, Hawaii State Senate Committee on Health

The Honorable Glenn Wakai
Vice Chair, Hawaii State Senate Committee on Health

RE: SB 1270, Relating to Beverages

Dear Chair and Vice Chair,

This correspondence is in response to the Health Committee's February 13, 2015 hearing on SB 1270.

NAMA is opposed to SB 1270 and requests that the Hawaii State Legislature reject the proposed legislation requiring warning labels on sweetened beverages.

Placing warning labels on one category of foods and beverages, but not others, would unfairly burden businesses to label products specifically for the State of Hawaii. It is our belief that SB 1270 would increase costs for producers, distributors and retailers of beverages in Hawaii, as separate packaging for sugar-sweetened beverages would be required for all products sold in the state.

NAMA is the national trade association representing the \$42 billion U.S. vending and refreshment services industry. With 1500 member companies – including many of the world's most recognized brands – NAMA provides advocacy, education and research to its membership.

I appreciate your allowing us to comment on behalf of our Hawaii members and the refreshment services industry. Please do not hesitate to contact me should you have further questions.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Eric Dell". The signature is stylized with a large, bold "W" and a cursive "Eric Dell".

W. Eric Dell, JD, MBA
Senior Vice President,
Government Affairs

The National Automatic Merchandising Association • www.vending.org

Headquarters: 20 N. Wacker Drive, Suite 3500 • Chicago, IL 60606-3102 • Voice: 312/ 346-0370 • Fax: 312/ 704-4140
Eastern Office: 1600 Wilson Blvd., Ste. 650 • Arlington, VA 22209 • Voice: 571/346-1900 • Fax: 703/836-8262
Southern Office: P.O. Box 4110 • Alpharetta, GA 30023 • Cell: 678/232-7941
Western Office: 80 South Lake Avenue, Suite 538 • Pasadena, CA 91101 • Voice: 626/229-0900 • Fax: 626/229-0777



February 13, 2015

TO: Senate Committee on Health
Senator Josh Green, Chair
Senator Glen Wakai, Vice Chair

FROM: Dr. Vija Sehgal, Pediatrician and Chief Quality Office / Associate Medical Officer
Waianae Coast Comprehensive Health Center / 697-3457 or wcchc@wcchc.com

RE: **SB1270: Relating to Health**

Thank you for the opportunity to submit testimony in support of SB1270 to mandate warning labels on all sugar-sweetened beverages (SSBs).

From the healthcare perspective, we look at warning labels as an educational tool. Warning labels can help consumers understand which beverages contain added sugar and can educate about the possible effects of drinking sugar sweetened beverages. Adding warning labels on SSBs would reinforce our clinic based efforts to share with patients the mounting evidence that consumption of SSBs is closely linked to increased risk for obesity and cardiovascular disease.

As caloric intake from SSBs increased 135 percent for all age groups (between 1977 and 2001), we have seen the effects in our clinics at the Waianae Coast Comprehensive Health Center. In a recent study of our pediatric patients, 52% of the 11-14 year olds are overweight or obese and 55% of the 15-19 year olds are overweight or obese. And, research has shown that 80% of children who are overweight at 10-15 years old become obese adults. Our data validates this link as evidenced by increased rates of adult obesity on the Waianae Coast when compared to 2012 data (from the Hawaii Primary Care Needs Assessment Data Book, DOH.). This revealing data motivates all of us at the WCCHC to do more for our patients and families. Advocating for community based interventions, like warning labels, is a way to make an impact outside of our clinic walls.

From the public health campaign to reduce tobacco use, we learned that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. SB1270 can help us to replicate the success of the tobacco warning labels by educating all consumers of the risks associated with SSBs and eventually limit their consumption.

While this bill is not the singular answer to the obesity epidemic, it is a proven health education tool with a very broad reach to the general public. I urge your favorable consideration of SB1270.



**American Heart Association/American Stroke Association testimony
in SUPPORT of SB 1270, "Relating to Beverages."**

The American Heart Association/American Stroke Association **SUPPORTS** SB 1270. The bill will help consumers to make more informed purchasing decisions by requiring a warning label to be placed on certain containers of sugar-sweetened beverages (SSBs).

Hawaii is facing a public health crisis. More than half of Hawaii adults and about one third of keiki entering kindergarten are classified as overweight or obese, putting them at increased risk of heart disease, stroke, diabetes and other chronic conditions.

SSBs are the primary sources (approximately 50%) of added sugars in Americans' diets. Drinking just one sugar-sweetened soda a day increases an adult's likelihood of being overweight by 27%. For children, that likelihood doubles to 55%. Studies have shown warning labels to be effective in helping to aid consumers in making healthier choices for themselves and for their families.

Discouraging the over consumption of SSBs through pricing disincentives and by educating the public about the health risks involved in the consumption of SSBs through the use of warning labels are just a few of the many sensible public policy solutions in combatting the obesity epidemic. Hence, the AHA/ASA supports SB 1270 and believes that Hawaii legislators should also.

Respectfully submitted,

Donald B. Weisman
Hawaii Government Relations Director

Aloha Friday Beverage Company, Inc.
P.O. Box 2003
Kailua, Hawaii 96734
Phone: 808-352-2939
www.alohafridaybevco.com

February 11, 2015

TO: Chair Green, Vice Chair Wakai, and Members of the Committee

RE: Opposition to SB 1270 Relating to Beverages

I am the owner of Aloha Friday Beverage Company, and I am writing to respectfully oppose SB 1270.

I believe that all consumers have to take personal responsibility for their actions - and not blame manufacturers for everything that is wrong in society. Moderation is key. I believe it's okay to have colas and sweet snacks in moderation but people should balance it with exercise and foods that provide better nutritional value to maintain a healthy weight and keep their bodies functioning properly.

My beverages use only natural sweeteners, which are very low calorie. My vitamin-enhanced waters have five calories per serving (10 calories per bottle) and my vitamin enhanced iced teas have zero calories per serving. While my drinks are safe for children, and even people with diabetes to drink, somehow my beverages would be unfairly lumped in with high-sugar drinks based solely on my very low calorie count.

Putting warning labels on beverages with only five calories per serving is an arbitrary benchmark – it defies common sense. Consider the following:

- Minute Maid Pure Squeezed Light Orange Juice has 50 calories per serving
- Welch's 100% Grape Juice "With No Sugar Added" has 140 calories per serving
- Lucerne "1% Lowfat Milk" has 110 calories per serving, while the lactose-free milk carton in my refrigerator has 90 calories per serving

Why would the warning label apply to sweetened beverages with more than five calories - but not apply to these beverages? It's unfair to arbitrarily pick a calorie count and a segment of the beverage industry.

Sincerely,

Andrea Gall-Krasnick
President, Owner

From: [Anne Tanouye](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:08:26 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Anne Tanouye
PO Box 1045
Hilo, HI 96720

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Arnold Edwards and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Arnold Edwards

From: [Barbara Nosaka](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:16:47 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Barbara Nosaka
2216 Hoonanea Street
Honolulu, HI 96822

From: [Brent Tamamoto](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 3:40:10 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Brent Tamamoto
98-1065 Kaamilo Street
Aiea, HI 96701

From: [Bryan Mih](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 11:56:02 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Bryan Mih
1944 Naniu Pl
Honolulu, HI 96822

From: [Camille Chong](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Thursday, February 12, 2015 6:26:00 AM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Camille Chong
1617 Young St., A101
Honolulu, HI 96826

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Carmelita Manangan and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Carmelita Manangan

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Charley Lebehn and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

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Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Charley Lebehn

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Corey Kim and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Corey Kim

Thank you for the opportunity to submit testimony in **strong support of SB 1270**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

I am a board certified pediatrician, and am deeply concerned about the epidemic of pediatric obesity in our state. In the past 25 years of practice, I have witnessed the increase in overweight and obese children. Across the state, the highest rates are in the low income and Native Hawaiian populations, but every demographic is part of this obesity epidemic. Where I practiced on the Waianae Coast, 41% of the pediatric patients are overweight. 50% of the teenagers are obese. Studies show that 70% of these overweight children will become overweight adults, which increases the complications that are associated with obesity, especially type 2 diabetes and early cardiac disease.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Coincidentally, that is when the obesity epidemic started. There is good scientific evidence that shows that consumption of too much sugar directly increases hunger, decreases satiety (how full you feel), and triggers the body to increase body fat. Reductions in SSB consumption are significantly associated with weight loss.

Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. We know that warning labels work, based on our experience with cigarette warning labels.

Doctors are doing our best to educate parents and children about healthy lifestyles. Our families are trying, they WANT to make changes. There is so much outside advertising and marketing of unhealthy food, that it is difficult to figure out what is healthy and not healthy! With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage

We need a coordinated, comprehensive plan to combat pediatric obesity that is as sophisticated and persuasive as the most ambitious marketing and business campaigns.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Cristeta Ancog, M.D.

Fellow, American Academy of Pediatrics

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Daryl Kami and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

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Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Daryl Kami



**Written Testimony of
David Thorp
American Beverage Association**

**Before the Senate Committee on Health
Opposition to S.B. 1270 – Beverage Warning Labels
February 13, 2015**

Good afternoon Chair Green, Vice Chair Wakai and members of the Committee. Thank you for the opportunity to comment in opposition to S.B. 1270 – beverage warning labels.

I am David Thorp, senior director of government affairs for the American Beverage Association (ABA) in Washington, D.C. The American Beverage Association is the trade association representing the non-alcoholic beverage industry. ABA represents hundreds of beverage producers, distributors, franchise companies and supporting businesses that employ more than 233,000 people across the country.

ABA members offer consumers myriad brands, flavors and packaging choices and a full range of drink options including soft drinks, diet soft drinks, ready-to-drink teas, bottled waters, water beverages, 100 percent juice, juice drinks, sports drinks and energy drinks.

Beverage Industry's Impact on Hawaii's Economy

The beverage industry is an important part of Hawaii's economy – and one of the few remaining industries still manufacturing in the Islands. Unlike most consumer products, many beverages are manufactured and distributed in Hawaii – and by local workers.

Non-alcoholic beverage companies in Hawaii provide more than 1,300 good-paying jobs across our state. The industry helps to support many thousands more workers in restaurants, grocery stores and more that depend, in part, on beverage sales for their livelihood.

Addressing obesity and diabetes is more complicated than a warning label

It is counterproductive and misleading to suggest that focusing solely on labels for sugar-sweetened beverages is the silver bullet solution to obesity and diabetes, which are complex issues.

The beverage industry is taking proactive measures to provide information, options and support to empower consumers to make the choices that are right for them.

- **More Choices:** The beverage industry offers an ever-increasing selection of **low- and no-calorie beverage options**, as well as **various serving sizes**. In fact, 45 percent of all non-alcoholic beverages sold today have zero calories.
- **Voluntary national school beverage guidelines:** We removed full-calorie sodas from schools and replaced them with a range of lower-calorie, nutritious, and smaller-portion choices, lowering the number of beverage calories in schools nationwide by 90 percent.
- **Clear on Calories:** We added calorie labels to the front of every can, bottle and pack produced by the nation's largest beverage companies in support of First Lady Michelle Obama's "Let's Move!" anti-obesity campaign – making it easier to make the choice that's right for consumers.
- **Calories Count:** We labeled vending machines to offer consumers clear calorie information, encourage lower-calorie beverage choices, and remind consumers that calories count in all the choices they make.
- **Balance Calories:** The beverage industry recently started a national, multi-year effort, in partnership with the Alliance for a Healthier Generation. The goal of this effort is to reduce beverage calories consumed per person by 20 percent by 2025 through increasing access to no- and low-calorie options, bottled water and smaller portion sizes.
- **Mixify:** In conjunction with Balance Calories, we launched an integrated **consumer awareness** and engagement program that talks to teens and their parents about the importance of balancing physical activity and what they drink and eat.

Conclusion

The beverage industry is proud of our many proactive programs that we've undertaken to be part of the solution – programs that will have a more meaningful impact than a warning label.

Sincerely,
David Thorp

From: [Diane Omura](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 5:10:36 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Diane Omura
1650 Kaahumanu Ave.
Wailuku, HI 96793

Testimony from Pioneering Healthier Communities

In Support of SB 1270, Relating to Health

WRITTEN TESTIMONY ONLY

Date: February 12, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Honolulu's Pioneering Health Communities Committee respectfully submits the following testimony in support of SB 1270 requiring a warning label on all sugar-sweetened beverages.

SB 1270 requires all sugar-sweetened beverages to contain a warning label, "drinking beverages with added sugar contributes to obesity, diabetes, and tooth decay." This bill will help educate all consumers of the possible effects of drinking sugar-sweetened beverages and identify beverages that contain added sugar. We understand this bill will be heard on Friday, February 13 at 1:35 pm in the Senate Health Committee.

Sugar-sweetened beverages (SSBs) are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

The Honolulu Pioneering Healthier Communities brings together local, diverse leaders to discuss and support strategies, policies and programs that we can accomplish together to build healthier communities in our island home. Collectively we focus on creating policy changes and supporting community initiatives relating to health and wellness. Attached is a list of PHC members in support of this bill, and urge your support in helping to create a Healthier Hawaii and pass SB 1270.

Honolulu Pioneering Healthier Communities Leadership Team
Roster of Team Members in Support of SB 1270 Relating to Health

Michael Broderick, Y of Honolulu, President & CEO

Jennifer Dang, Community Member

Sam Aiona, Community Member

Lola Irvine, Department of Health

May Okihiro, MD, Hawaii Childhood Obesity Research (HICORE)

Daniel Leung, Kapiolani Community College (KCC), Culinary Arts Program

Sue Uyehara, Community Member

Michael Libertini, Bank of Hawaii

Barbara Pleadwell, Hastings & Pleadwell

Anni Peterson, Better Tomorrows

Ray L/Heaurex, Former Assistant Superintendent, Hawaii Department of Education

Paula Adams, Hawaii Afterschool Alliance

Diane Tabangay, YMCA of Honolulu

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Duane Gella and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Duane Gella

Date: February 12, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Fr: Farrington High School students: Lovelee Soliman, Cherice Ortiz, Terrance Keawe, Sandy
Ornellas, LJ Sio, Angela Channing, Dylan Merry

Re: Strong Support for SB 1270, Relating to Beverages

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in **strong support of SB 1270**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. We would never know how bad all of this was for us if we didn't do the research and talk to our doctors we wouldn't know any of this. That is really sad.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

From: [Forrest Batz](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:04:09 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Aloha Senate Committee on Health,

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Forrest Batz
34 Rainbow Drive
Keaau, HI 96749

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Francis Jamora and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Francis Jamora

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Francis Kahalekai and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Francis Kahalekai

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Glenn Rayno and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Glenn Rayno

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Gordon Kihune and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Gordon Kihune

From: [Howard Saiki](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Thursday, February 12, 2015 11:02:52 AM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Howard T. Saiki

Howard Saiki
45-480 B Apiki Street
Apt. D1202
Kaneohe, HI 96744

From: [Hyunhee Heo](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 4:26:51 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

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Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Hyunhee Heo
300 Wai Nani Way #1504
Honolulu, HI 96815

Ivaylo Kerelski
Alaka'i Vending

February 12, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages,

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,
I am the Operations Manager of Alaka'i Vending, a vending company that owns, operates and repairs vending machines across the island of Oahu. We utilize the latest industry technology and pair it with old-fashioned customer service to serve our clients.

The vending market is extremely competitive and we have to distinguish ourselves from the competition in order to stay ahead. We pride ourselves on providing healthy options and a wide variety of products. We serve clients in the healthcare, education, residential, hospitality, automotive, and consulting industries.

While I support the intent behind SB 1270, unfortunately I write today in opposition.

This bill puts an unnecessary burden on business owners. Placing warning labels on vending machines and the products within them sends a confusing signal to people that those products are dangerous, when there are all sorts of sugary products for sale. Singling out drinks with as few as five calories per serving won't help our customers select healthier options. Furthermore, a number of machines are already outfitted with screens that inform the customers of the nutritional content of the products.

Thank you for the opportunity to testify on this bill.

Sincerely,
Ivaylo Kerelski

Testimony: Jean Butel

Date: February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Beverages

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in **strong support of SB 1270**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

I should know I was once an obese adult. I have lost 100 pounds and it wasn't easy. Gaining weight is easy. There are "empty" calories in many foods and beverages - calories that add pounds and make us fat and unhealthy. Sugar sweetened beverages are a big source of those empty calories. Having been an obese adult, I know the pitfalls of the "its not that bad" mentality. It is. Seeing is believing! When I see the amount of calories and sugar in foods, it makes me stop and think. Would a warning label on a SSB that states that it contributes to obesity make me stop and think? Most definitely. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Jean Butel

Jeff Martin
Ball Corporation
91-320 Komohana Street
Kapolei, Hawaii 96707
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Jeff Martin and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Hawaii Can Plant shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Jeff Martin
Ball Corporation

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Jefferson Miguel and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Jefferson Miguel

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Jeremy Dias and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Jeremy Dias



To: The Honorable Josh Green, Chair, Committee on Health
The Honorable Glenn Wakai, Vice Chair, Committee on Health
Members, Senate Committee on Health

From: Jessica Yamauchi, Executive Director

Date: February 11, 2015

Hrg: Senate Committee on Health; Friday, February 13, 2015, 1:20 pm, Room 414

Re: **Strong Support for SB 1270, Relating to Beverages.**

Thank you for the opportunity to offer testimony in strong support of **Senate Bill 1270**, which requires all sweetened beverages to contain a warning label; “drinking beverages with added sugar contributes to obesity, diabetes, and tooth decay.” Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and identifying beverages that contain added sugar.

The Hawaii Public Health Institute (HIPHI) supports and promotes policy efforts to create a healthy Hawaii. HIPHI weaves silos into working relationships as an effective network, ensuring that we come together across sectors to advance collaboration and innovation in public health and work towards making Hawaii the healthiest place on earth.

Sugar-sweetened beverages (SSBs) are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, calorie intake from SSBs increased 135 percent for all age groups¹. Soda, energy and sports drinks, and sweetened bottled waters are the largest source of added sugars in the diets of 2-18 year olds, with fruit drinks following as the second largest source². Disparities in obesity rates by income and race/ethnicity are mirrored in SSB consumption patterns. Minorities report consuming more SSB calories than white people for both sexes and most age groups³.

Children and adolescents consume 45 percent of their SSB and 100% fruit juice calories outside the home⁴. Adolescents who live close to food retailers are more likely to purchase and consume SSBs on a daily basis⁵. This association holds true for a variety of retailers, including convenience stores, grocery stores, restaurants, and fast food outlets. SSBs are sold by a wide variety of retail establishments—not just by food outlets. Twenty percent of retail stores whose primary merchandise is not food sell SSBs, often within arm’s reach of the cash register⁶.

¹ Rudd Center for Food Policy and Obesity, 2013

² ChangeLab Solutions, The National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), 2014

³ ChangeLab Solutions, NPLAN 2014

⁴ Neighbourhood Food Environments, Public Health Nutrition, 2010

⁵ Neighbourhood Food Environments, Public Health Nutrition, 2010

⁶ Public Health Nutrition, 15(6): 1117-23, 2012



Reductions in SSB consumption are significantly associated with weight loss. For example, there is strong evidence showing that children and adolescents who reduce their SSB intake experience significant decreases in weight gain and fat deposits, which reduces their risk of developing diabetes⁷. Research suggests that health knowledge can influence SSB consumption. For example, one study found a negative association between knowledge of daily calorie intake recommendations and SSBs consumed⁸. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior⁹:

- Prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among both youth and adults, and discourage non-smokers from wanting to smoke
- Research shows that pregnant women who drink minimally drink less alcohol after seeing a warning label.
- Studies show that point of purchase signs, posters, and shelf tags that encourage healthier food options result in increased sales of healthy food.

There is strong public support for warning labels on sugary beverages. In 2014, an independent poll conducted by Ward Research for HIPHI, found that 72 percent of adults in Hawaii support government including warning labels on the potential negative effects of sugary drinks on all packaging.

With new SSB products rolling out all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Hawaii Public Health Institute strongly supports HB 1438 and asks the committee to pass this measure. Thank you for the opportunity to testify.

Respectfully,

A handwritten signature in black ink that reads "Jessica Yamauchi". The signature is fluid and cursive, with the first name "Jessica" being more prominent than the last name "Yamauchi".

Jessica Yamauchi, MA
Executive Director

⁷ Reduction in Consumption of Sugar-Sweetened Beverages Is Associated with Weight Loss: the PREMIER Trial

⁸ Health Education and Behavior, 41(4): 431-439, 2014

⁹ Health Education & Behavior, 2010



Testimony in Support of SB 1270

Before the Hawaii Senate Committee on Health

February 13, 2015, 1:35 pm

Submitted by Jim O'Hara, Director, Health Promotion Policy

Center for Science in the Public Interest

The Center for Science in the Public Interest (CSPI) is a nonprofit health-advocacy organization that focuses on nutrition and food-safety policy and education that counts more than 4,000 residents of Hawaii among its 850,000 members/subscribers.

CSPI is pleased to support Hawaii Senate Bill 1270, which calls for warning labels on sugar drinks. In 2005, CSPI petitioned the U.S. Food and Drug Administration to require similar health warnings on sugar-drink labels. More than 40 scientists and public health professionals, as well as several national health groups, supported that petition. In 2011, CSPI again asked FDA to act on the warning label petition, and support for this public health intervention had grown, with a number of city health departments from across the country signing on.

The proposed legislation requiring a warning label on sugar-sweetened beverages sold in Hawaii would address the failure to date of federal leadership. Hawaii's consumers—like consumers in all states—have a right to know about the unique and chronic health problems associated with consumption of soda and other sugar drinks. SB 1270 is a common sense approach to providing that vital science-based information to consumers.

Although by no means a cure for America's obesity and other health problems exacerbated by excess consumption of sugar drinks, warning labels are a standard public health tool that has been effectively used to raise public awareness of the hazards of tobacco use and the excessive consumption of alcoholic beverages.

An increasingly solid base of scientific research has established that sugar drinks contribute to obesity. In one study, each extra soft drink consumed per day was associated with a 60% increased risk of overweight in children.¹ Sugar drinks are the largest single contributor of calories to the diet,² providing as much as 10 to 15% of total caloric intake in

¹ Ludwig, D.S., Peterson, K.E., & Gortmaker, S.L. (2001). Relation between consumption of sugar-sweetened drinks and childhood obesity: A prospective, observational analysis. *The Lancet*, 357(9255), 505-508.

² Block, G. (2004). Foods contributing to energy intake in the U.S: Data from NHANES III and NHANES 1999-2000. *Journal of Food Composition and Analysis*, 17(3), 439-447.



some teenagers.³ For a moderately active 12-year-old girl, just one 12-ounce soft drink represents about 8% of her daily caloric requirements. Those are some of the reasons why the Dietary Guidelines for Americans, America's basic nutrition policy, states, "...prospective studies show a positive association between the consumption of calorically sweetened beverages and weight gain. For this reason, decreased intake of such foods, especially beverages with caloric sweeteners, is recommended to reduce calorie intake and help achieve recommended nutrient intakes and weight control."⁴

Over the past several decades, major soft drink bottlers have steadily increased the sizes of popular single-serving containers—from 6.5 ounces, to 12 ounces, to 20 ounces—in order to encourage ever greater consumption. Because of that development, declining relative prices, intense advertising that reaches every American, and ubiquitous availability, soft drinks have become the most consumed food or beverage in the United States.

Most importantly, this legislation is aimed squarely at Hawaii's public health needs. The Hawaii Department of Health estimates that obesity and the chronic diseases associated with it, such as diabetes and heart disease, cost Hawaii \$427 million annually in health care costs. The health department also states that "about one in every three children entering kindergarten in our state is already overweight or obese." Educating consumers about the health risks of sugar drink consumption is a common sense approach to prevention.

Senate Bill 1270 represents national leadership on a critical public health crisis. We thank you for Hawaii's leadership and hope that similar measures are pursued by other states and at the national level.

³ Murphy, M., Douglass, J., Latulippe, M., Barr, S., Johnson, R., & Frye, C. (2005). Beverages as a source of energy and nutrients in diets of children and adolescents. *Experimental Biology*, Abstract #275.4.

⁴ U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2005. 6th Edition, www.health.gov/dietaryguidelines/dga2005/document/pdf/dga2005.pdf

From: [Joseph Kaholokula](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Thursday, February 12, 2015 7:32:29 AM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Joseph Kaholokula
581 Kamoku Street, Apt. 904
Honolulu, HI 96826

Date: February 12, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Fr: Ka Waihona o ka Naauau PCS students: Imaikalani Nihipali, JR Kea, Makai`o Nihipali, Riot Colburn

Re: Strong Support for SB 1270, Relating to Beverages (please help us stay alive and know what we are drinking, why is that so hard to ask our lawmakers and the beverage people for, do you all really dislike us that much that you want us to be sick forever)

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in **strong support of SB 1270**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. We would never know how bad all of this was for us if we didn't do the research and talk to the Doctor's at Waianae Comprehensive Health Center who taught us about the dangers of sugar and how much is in all the drinks we have. It's hard for us since we don't have working water fountains on campus so we have to buy our drinks from the manapua wagon and the water is so expensive but our soda is only 50 cents.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

From: [Kadian Shaw](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 4:16:45 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Kadian Shaw
1588
Kinoole St
Hilo, HI 96720

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Kalia Brown and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Kalia Brown

From: [Kanani Kilbey](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 8:45:36 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

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Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Kanani Kilbey
1319 Punahou Street, 7th floor
Attn: Dr. Bryan Mih, HEALTHY program
Honolulu, HI 96826

From: [Kei-Lin Cerf](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:08:51 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Kei-Lin Cerf
POB 385699
Waikoloa, HI 96738

From: [Koa Robinson](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:17:25 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

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Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Koa Robinson
894 Queen Street
Honolulu, HI 96822

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair: Josh Green
Vice Chair: Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Kyle Pace and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy. There are many causes for obesity and really it is a matter of personal choices. Consuming too much fast food, lack of exercise, or simply eating too much of anything can cause obesity. In our lives of convenience, it should be up to families and us as individuals to make good health choices.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Kyle Pace

Date: February 12, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Fr: Lahainaluna High School students: Leilani Sanchez-Garcia, Lokelani Rosenthal, Royce Basques

Re: Strong Support for SB 1270, Relating to Beverages (please help us stay alive and know what we are drinking, why is that so hard to ask our lawmakers and the beverage people for, do you all really dislike us that much that you want us to be sick forever)

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in **strong support of SB 1270**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. We would never know how bad all of this was for us if we didn't do the research and talk to our doctors we wouldn't know any of this. That is really sad.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,



Executive Officers:

John Schilf, RSM Hawaii - Chairperson
Derek Kurisu, KTA Superstores - Vice Chair
Lisa DeCoito, Aloha Petroleum - Treasurer
John Erickson, Frito-Lay - Secretary
Lauren Zirbel, Executive Director

1050 Bishop St. PMB 235
Honolulu, HI 96813
Fax : 808-791-0702
Telephone : 808-533-1292

TO:
COMMITTEE ON HEALTH
Senator Josh Green, Chair
Senator Glenn Wakai, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: February 13, 2015
TIME: 1:35pm
PLACE: Conference Room 414

RE: SB1270

Position: Oppose

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

Mandating labeling of this kind at the state level creates a situation where producers must either stop supplying products to Hawaii or drastically increase the price of these, and possibly other products, in order to cover the cost of creating Hawaii specific labels. Health and safety labeling is mandated at the national level in order to avoid placing consumers and producers in this type of situation.

Additionally, federal standards are strictly controlled and based on extensive study and assessment which is used to accurately determine necessary health and safety labeling on products. The state of Hawaii does not have the resources necessary to do the job of the FDA and this bill does not elaborate on what information was used to determine that these labels are necessary and accurate, how that information was gathered, and how it was evaluated.

Finally, this bill presents information that could be misleading to consumers. The label specified in this bill may lead people to wrongly believe that by avoiding beverages with this label they have eliminated any risk of obesity, diabetes, and tooth decay. It could also lead people to falsely believe that other foods and beverages do not contribute to these health issues. As the healthiest state in the nation it seems that the people of Hawaii are able to make good choices about what we eat and drink without this type of potentially confusing and misleading label.

For these reasons we believe that this kind of state specific label is not the right choice for Hawaii and we ask that you please hold this measure.

Thank you for the opportunity to testify.

**Written Testimony of
Lisa Katic, R.D.**

**Before the Hawaii Committee on Health
Opposition to S.B. 1270
February 13, 2015**

I am a registered dietitian with more than 25 years of experience in food and nutrition policy, as well as a member of the Academy of Nutrition and Dietetics and the American Society for Nutrition. I am submitting this testimony on behalf of the American Beverage Association.

Senate Bill 1270, while well intentioned, will do nothing to prevent obesity, diabetes, and tooth decay. Obesity and related diseases like diabetes have multiple contributing factors, including genetics, age, stress, lack of exercise, and even lack of sleep. These diseases are not, however, driven by the consumption of any one food or beverage. A perfect past example was the over emphasis on fats in the 1980s as a culprit to weight gain. Because of this, consumers were driven away from fats and over consumed carbohydrates, such as pastas, rice, crackers, bagels and breads. As a result, the American diet became out of balance. The pendulum has now swung too far in the direction of carbohydrates and/or sugars as the culprit for overweight and obesity. Clearly this highlights the perils of targeting any single food or ingredient in the diet for the sake of public health.

It's important to put calories from sweetened beverages into perspective. When data from the federal government and independent third parties is looked at more closely, it shows that sweetened beverages are, in fact, a small part of the American diet and that calories from soda and other soft drinks are declining by multiple measurements and have been in decline for years.

First, a U.S. Department of Agriculture analysis of government National Health and Nutrition Examination Survey (NHANES) data shows that when all sugar-sweetened beverages are combined, they account for only 6 percent of calories in the average diet.

Singling out beverages as the culprit behind obesity completely ignores roughly 94 percent of calories being consumed each day. That makes no sense.

Second, contrary to the common assertion made by some researchers and activists, food—not sugar sweetened beverages— is the number one source of added sugars in the American diet. According to data from the Centers for Disease Control and Prevention, children derive more than half of added sugars calories from foods. Adults derive two-thirds of their added sugars calories from foods.

In fact, federal studies show calories from the added sugars in soda are down 39 percent since 2000. In the same timeframe that soda consumption declined, diabetes increased 42 percent and obesity rates remained steady among the general population. So if consumption of sugar sweetened beverages is down, diabetes is up and obesity remains steady, how can sugar-sweetened beverages be unique or significant contributors to these health issues? The numbers just don't add up.

Third, the reality is that we as a society face a severe imbalance between calories consumed and physical activity. Only half of all adults get the level of physical activity recommended by Health and Human Services. And the reason is, we spend too much time sitting and not enough time moving.

In 2008, the Federal Government issued its first-ever *Physical Activity Guidelines for Americans*. Briefly put, the Guidelines include recommendations of the types and amounts of physical activity that people of any age or ability level should perform to gain important health benefits. Despite this recommendation, the CDC reports that more than 60 percent of American adults are not regularly active and 25 percent of the adult population is not active at all. Moreover, research conducted at the Pennington Biomedical Research Center in Baton Rouge, LA (analyzing data from the U.S. Bureau of Labor Statistics) showed today's workers are burning an average of 120-140 fewer calories per day at their jobs, compared to that in the 1960's. The same researchers also studied government obesity data, and with computer modeling, found a significant

portion of the increase in obesity rates could be accounted for by the decrease in physical activity at work.

In my experience as a registered dietitian, I believe if we implement programs that teach individuals to learn how many calories they need to achieve and maintain a healthy body weight, this would be more effective than imposing a warning label on a specific food or beverage. It is important to highlight that the current rate of obesity is a result of four to five decades of a change in both our daily work and leisure lifestyles. This change has also altered the way we eat. That said, we need to target and change our daily habits, both at home and at work, in order to see a change in obesity. Simply put, encouraging people to consume 100-200 calories less per day, while increasing activity to burn 100-200 calories per day, is an example of what is needed to help solve this problem.

I hope that you will consider the complicated nature of the obesity issue and that you focus on supporting programs to educate the public and not make the mistake of singling out a particular food or beverage as the root cause of the problem.

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Lyndon Shove and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Lyndon Shove

From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: goomaille@yahoo.com
Subject: Submitted testimony for SB1270 on Feb 13, 2015 13:35PM
Date: Wednesday, February 11, 2015 2:08:52 PM

SB1270

Submitted on: 2/11/2015

Testimony for HTH on Feb 13, 2015 13:35PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Maile Goo	Individual	Support	No

Comments: February 11, 2015 To: The Honorable Josh Green, Chair The Honorable Glenn Wakai, Vice Chair Members, Senate Committee on Health Re: Strong Support for SB 1270, Relating to Health Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414 Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass SB 1270. Mahalo, Maile Goo 3683 Woodlawn Terrace Place Honolulu, Hawaii 9822

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Michelle Matsuoka and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Marco Blanco

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Mark Samson and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

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The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Mark Samson

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Mark Walden and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Mark Walden

Date: February 12, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health
Fr: Netty Leviticus, McKinley High School

Re: Strong Support for SB 1270, Relating to Beverages

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in **strong support of SB 1270**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. We would never know how bad all of this was for us if we didn't do the research and talk to our doctors we wouldn't know any of this. That is really sad.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Date: February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Beverages

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Please help create a healthier Hawaii and pass SB 1270!

Mahalo,

Melissa-Anne Wong, MS, RD, LD, CLE
Registered Dietitian
Waimanalo Health Center

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Michael Moniz and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Michael Moniz

From: [Michele Nihipali](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 5:53:23 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Michele Nihipali
54-074 Kamehameha Hwy. # A
54-074 A Kam Hwy
Hauula, HI 96717

From: [Michelle Schiff](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 3:56:03 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Michelle Schiff
1655 Kanapuu Dr
Kailua, HI 96734

Date: February 12, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Fr: Nanakuli High & Intermediate School Students: Aaliyah Manandis-Kapu, Aaron Higashi, AJ Bunton, Brandi Soon, Barbara Sesepasara-Kotrys, Bronson Sevellino, Byron Potts-Kalulu, Ceriah Altobar, Cerise Altoba-Gomes, Christina Ayala-Espinaso, Hilari Ballenti, Ipo Kea, Sammy Kea, Stacha Kea, Jarod Peahi, Iwa Magallenes-Kaleikoa, Jason Hulo, Jason Rosa, Jhero Costales, Kahele Kea, Kezra Pae, Keoni Acosta-Mehelona, Laney Peahi-Ayau, Malachi Keohulua, Mariah Manandis Kapu, Sarina Proctor, Shaiann Ala-Peahi, Shayann Hoohuli, Travis Vierra, Violet Garcia-Gonsalves

Re: Strong Support for SB 1270, Relating to Beverages (please help us stay alive and know what we are drinking, why is that so hard to ask our lawmakers and the beverage people for, do you all really dislike us that much that you want us to be sick forever)

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in **strong support of SB 1270**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. We would never know how bad all of this was for us if we didn't do the research and talk to the Doctor's at Waianae Comprehensive Health Center who taught us about the dangers of sugar and how much is in all the drinks we have. It's hard for us since we don't have working water fountains on campus so we have to buy our drinks from the manapua wagon and the water is so expensive but our soda is only 50 cents.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,



Senate Committee on Health
The Hon. Josh Green, Chair
The Hon. Glenn Wakai, Vice Chair

Testimony on Senate Bill 1270
Relating to Beverages
Submitted by Nani Medeiros, Public Affairs and Policy Director
February 13, 2015, 1:35 pm, Room 414

The Hawai'i Primary Care Association, which represents community health centers in Hawai'i, supports Senate Bill 1270, requiring all sweetened beverages to contain a warning label.

There is little doubt that a health crisis exists in Hawaii, aided in no small part by the consumption of sugar sweetened beverages. Per a 2004 study, sugar sweetened beverages are the largest single contributor of calories to the average Americans diet, while at the same time provided little to no nutritional value. The average American currently consumes 175 calories from sugar sweetened beverages alone, a number that comprised 10% of children and adolescents daily intake. This level of consumption does not come without consequences and in 2009 alone, over \$470,000,000 was spent on obesity-related medical expenditures in Hawaii.

The HPCA supports making consumers aware of the health risks related with consumption of sweetened beverages. Obesity is a problem that must be approached proactively and placing visible warning labels will serve as a step in that direction.

We urge you to pass Senate Bill 1270 and thank you for the opportunity to testify.

From: [Paul Smith](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:28:42 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

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As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Paul Smith
134 Kapahulu Ave
#418
Honolulu-Waikiki, HI 96815

Re: SB1270


February 12, 2015

My name is Rachel Novotny. I submit this testimony representing myself. I am a nationally Registered Dietitian (RD) and I am a Licensed Dietitian (LD) with the state of Hawaii. I hold a PhD in Nutrition from Cornell University and I am a Professor of Nutrition at the University of Hawaii at Manoa.

From a health perspective, the scientific evidence is clear that children in the US and Hawaii consume too many sugary beverages. Overweight and obesity of our children are too high, especially among the lowest income sector of our community. Less expensive sugary drinks replace clean water and more nutritious drinks in our children's diets, to the detriment of our children's health. Overweight and obesity in childhood tracks into adulthood and are primary causes of obesity, heart disease and many cancers. We are contributing to early death of our children through the availability and promotion of sugary drinks.

We recently conducted a meta-analysis of data on overweight and obesity of young children in the Pacific Region, which was published in January 2015 in the American Journal of Public Health. Data from Hawaii showed that 20% of children were overweight or obese at 2 years and 34% were overweight or obese at 8 years of age. Many factors contribute to the overweight and obesity trajectory in our modern lifestyle, but decreasing sugary beverages is something we can do something about relatively easily. Our research, published in the Journal of Nutrition several years ago, on adolescent girls in Hawaii, showed their average intake of soda to be 2 cans/day. Further, for each can of soda consumed, girls were 4 pounds heavier.

We aim to provide an environment for our children where the healthier choice will more likely be made. Please support Hawaii's children with your policy making.

A handwritten signature in black ink, reading "Rachel Novotny", enclosed within a thin black rectangular border.

Rachel Novotny, PhD RD

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Randy Canoy and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Randy Canoy



TO: SENATE COMMITTEE ON HEALTH
Senator Josh Green, Chair
Senator Glenn Wakai, Vice Chair

FROM: Richard Parry
President and Chief Executive Officer of Aloha Petroleum, Ltd.

HEARING DATE: Friday, February 13, 2015
TIME: 1:35 p.m.
PLACE: State Capitol, Conference Room 414

RE: **Testimony in Opposition to S.B. No. 1270 Relating to
Sugar-Sweetened Beverages**

Chairs, Vice Chairs, and Members of the House Committee on Health, I am Richard Parry, President and Chief Executive Officer of Aloha Petroleum, Ltd. ("Aloha Petroleum").

Aloha Petroleum opposes S.B. No. 1270 (hereinafter, the "Bill"), which requires sugar-sweetened beverages distributed, sold, or offered for sale in Hawaii to contain warning labels stating that such beverages contribute "to obesity, diabetes, and tooth decay".

First and foremost, this Bill is not necessary. Existing beverage labels contain detailed nutritional facts, such as the ingredients, amount of calories, and grams of sugar per serving, which sufficiently enable consumers to make informed decisions on beverage purchases and consumption. It is inappropriate to shift the responsibility for a consumer's health on either the government or the food industry when the choice to consume sugar-sweetened beverages is ultimately a consumer's decision. Furthermore, the Bill imposes an unfair financial burden on the food industry to create and/or affix unnecessary warning labels on the hundreds and thousands of sugar-sweetened beverages carried state-wide by various businesses ranging from supermarkets and neighborhood convenience stores to the corner mom and pop stores, who may not have the staff or resources to implement this Bill, if passed.

At a time when families and small businesses are struggling, adding a new tax on grocery items, such as beverages, will further strain families, hurt businesses, and cost local jobs in Hawaii's flagging manufacturing industry. Hawaii residents

Testimony of
Aloha Petroleum, Ltd.



S.B. No. 1270
Hearing Date:
Friday, Feb. 13, 2015

already pay three (3) separate taxes on beverages, which are a general excise tax, a deposit fee, and a handling fee.

Additionally, the proposed warning label on the sugar-sweetened beverages will not effectively reduce the occurrence of obesity, diabetes, or tooth decay. As discussed on the attached informational sheets from Hawaii for Food and Beverage Choice, between 1999 and 2008, sugar intake from sugar-sweetened beverages decreased while the occurrence of obesity and diabetes increased. Moreover, the Bill confuses consumers by singling out the consumption of certain beverages as a health risk without considering that Americans consume twice as many calories from other sugar sweetened foods, such as cupcakes, doughnuts, and other processed foods. As noted in the attached information sheets, sugar, whether it is found in food or beverage form, is processed by the body in the same manner, i.e., dissolved in the bloodstream.

Lastly, passage of the Bill may cause a slippery slope by promoting unnecessary warning labels on all sugar-sweetened foods at the onerous burden and expense of the food industry.

Please vote no on this measure.

Thank you for the opportunity to testify.

Enclosures



HAWAII

FOR FOOD AND BEVERAGE CHOICE

Get the Facts On The Hawaii Beverage Tax

Some legislators want to charge you more for many of your favorite beverages. It's a proposal that will hurt hardworking families in Hawaii and hit our grocery budgets hard. And you won't just feel the price jump at the grocery store. You'll pay more for fountain drinks at restaurants, convenience stores and even sporting events.

We don't need the government telling us what to eat.

We can decide for ourselves what to buy for our families without the government telling us what to eat and drink.

More Taxes!? Really?

At a time when families and small businesses are having a tough time, adding a new tax on grocery items like beverages will put added strain on families, hurt businesses, and cost local jobs in Hawaii's flagging manufacturing industry.

We already pay 3 separate taxes on beverages and they want to add more?

Hawaii residents already pay:

- A deposit fee
- A handling fee
- General excise tax on sodas and juice

New taxes don't teach healthy lifestyles.

It should be up to parents – not the state – to teach their kids to make healthy lifestyle and dietary decisions.



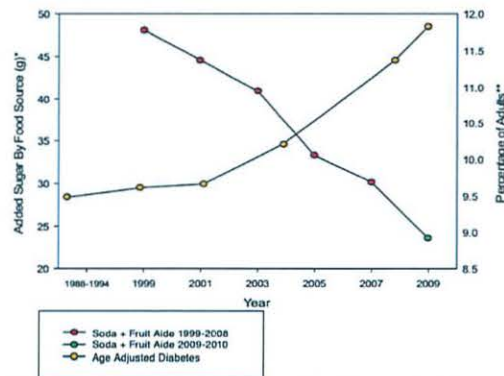
NO on S.B. 1270 & H.B. 1438

Obesity and diabetes are more complicated than a warning label.

Between 1999 and 2008, sugar intake from sugar-sweetened beverages decreased by **37 percent** among those aged two and up, yet Type 2 Diabetes increased. It is counterproductive to suggest that legislation affecting some sugar-sweetened beverages will be the silver bullet solution to this complex issue.

The Numbers Don't Add Up:
Noninstitutionalized U.S. Population with Diagnosed Diabetes
by Age 1980-2009
(via CDC.gov)

**Diabetes Rises, Sugar Consumption from SSBs Falls
1999-2009**



*NHANES 1999-2000 to 2009-2010 (US Children and Adults, 2 years and older)

S.B. 1270 and H.B. 1438 create confusion.

The proposed legislation singles out certain beverages without considering that Americans consume twice as many calories from cupcakes, donuts and other processed foods than they do from sugar-sweetened beverages. Labeling certain beverages – but not other more caloric foods and beverages – sends a confusing message to consumers about what causes obesity.

The beverage industry supports transparency and initiatives that look at the whole picture.



Balance Calories: national initiative to reduce calories 20% by 2025.

Clear on Calories: calorie labels added to the front of every can, bottle, and pack produced. Supports **First Lady Michelle Obama's "Let's Move!"** campaign.

Calories Count: initiative provides nutritional information on the front of vending machines.

THE TRUTH ABOUT WARNING LABELS

Calories are calories and sugar is sugar, whether found in food or beverage form. Nutritionists are virtually universal in their recognition that maintaining a healthy weight is about balancing the calories you consume with the calories you burn through physical activity.



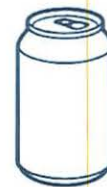
MYTH: Sugar in liquids turns to fat faster than sugar in solids.

FACT: Sugar in liquids and solids are processed by the body exactly the same – dissolved in the bloodstream.

A warning label that singles out one industry ignores the fact that sweetened beverages are "no more likely to cause weight gain than any other source of energy."

(USDA & Department HHS, Report of Dietary Guidelines, May 2010)

WARNING LABEL



SODA

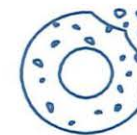
12 OZ. CAN
10 CALORIES



ORANGE LOW-CALORIE SPORTS DRINK

AVERAGE 12 FL. OZ.
BOTTLE
30 CALORIES

EXEMPT



GLAZED DONUT

AVERAGE 2.1 OZ.
242 CALORIES



HAWAIIAN PLATE LUNCH

AVERAGE SINGLE
SERVING
1,000 CALORIES



HAWAI'I

FOR FOOD AND BEVERAGE CHOICE



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Written Testimony Presented Before the
Senate Committee on Health
February 13, 2015 at 1:35 pm

By

Robert Bley-Vroman, Chancellor

and

Jerris Hedges, MD, MS, MMM

Dean, John A. Burns School of Medicine

Interim Director, University of Hawai'i Cancer Center

University of Hawai'i at Mānoa

SB 1270 – RELATING TO BEVERAGES

Chair Green, Vice Chair Wakai, and Members of the Committee:

The University of Hawai'i Cancer Center and the John A. Burns School of Medicine support this bill.

The UH Cancer Center is one of only 68 institutions in the United States that hold the prestigious National Cancer Institute (NCI) designation, and is the only NCI-designated center in the Pacific. The NCI designation provides greater access to federal funding and research opportunities, and gives the people of Hawai'i and the Pacific region access to innovative and potentially life-saving clinical trials without the necessity of traveling to the mainland. Our passion at the UH Cancer Center is to be a world leader in eliminating cancer through research, education and improved patient care.

Our perspective on Sugar Sweetened Beverages (SSBs) is informed by scientific literature, including research done by the UH Cancer Center Population Sciences faculty and the John A. Burns School of Medicine Departments of Pediatrics and Native Hawaiian Health.

SSBs are the largest source of added sugar (1) and an important contributor of calories in the U.S. diet (2). Sugary drink portion sizes have risen dramatically over the past four decades as children and adults drink more soft drinks and other SSBs than ever before.

Rising consumption of SSBs has been a major contributor to the obesity epidemic (3). Many longitudinal studies have shown an association between SSBs and various measures of increased body fat (4). Systematic reviews indicate that a greater consumption of SSBs is associated with small but significant weight gain and obesity (4). SSB consumption has also been linked to nutritionally inadequate diets, possibly due to displacement of nutrient-rich foods with SSBs (4).

Obesity is clearly associated with increased morbidity and mortality. A significant body of science gives rise to the links between obesity and increased risk of diabetes, coronary heart disease, stroke, and some cancers, including cancers of the esophagus,

breast (postmenopausal), endometrium (the lining of the uterus), colon and rectum, kidney, pancreas, thyroid, gallbladder, and possibly other cancer types (5,6). Specific to SSBs, recent scientific studies support the association between SSBs and diabetes, elevated triglycerides, cardiovascular disease, non-alcoholic fatty liver disease, elevated uric acid levels, gout, and dental caries (4).

Fortunately, we have evidence that reducing sugary drink consumption can lead to better weight control among adults and children (7, 8), however, many people are not aware of the serious health consequences of SSB consumption (9).

Healthcare providers are stepping up efforts to educate parents and children about the risks of SSB overconsumption. Public awareness campaigns have been effective educational tools, however, their penetration is limited and durability short-lived. SSB warning labels would reach all of Hawaii's consumers, informing them about the health risks of drinking sugar sweetened beverages, and leveraging the efforts of Hawaii's public health and health care communities.

Health warnings on packages of tobacco products have been a highly cost-effective means of health communication (10). Like the package warnings used for cigarettes and other tobacco products, package warnings on SSBs would result in increased awareness of the health effects of sugary beverages, and lead to reductions in SSB consumption and improved health for all.

We respectfully urge you to pass this bill.

1. Guthrie JF, Morton JF. Food sources of added sweeteners in the diets of Americans. *J Am Diet Assoc.* 2000;100:43–51.
2. Block G. Foods contributing to energy intake in the US: data from NHANES III and NHANES 1999-2000. *J Food Compos Anal.* 2004;17(3-4):439-447.
3. Institute of Medicine. *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation.* Washington, DC: National Academies Press; 2012.
4. CDC. The CDC Guide to Strategies for Reducing Consumption of Sugar Sweetened Beverages. 2010. Available online at http://www.cdph.ca.gov/SiteCollectionDocuments/StratstoReduce_Sugar_Sweetened_Bevs.pdf
5. NIH. Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults: The Evidence Report. 1998. Available online at http://www.nhlbi.nih.gov/files/docs/guidelines/ob_gdlns.pdf
6. NCI. Obesity and Cancer Risk. 2012. Available online at: <http://www.cancer.gov/cancertopics/factsheet/Risk/obesity>
7. Ebbeling CB, Feldman HA, Osganian SK, Chomitz VR, Ellenbogen SJ, Ludwig DS. Effects of decreasing sugar-sweetened beverage consumption on body weight in adolescents: a randomized, controlled pilot study. *Pediatrics.* 2006;117:673-80.
8. Tate DF, Turner-McGrievy G, Lyons E, et al. Replacing caloric beverages with water or diet beverages for weight loss in adults: main results of the Choose Healthy Options Consciously Everyday (CHOICE) randomized clinical trial. *Am J Clin Nutr.* 2012;95:555-63.
9. A recent Field Poll in California found that 75 percent of voters see a link between sugary sodas and obesity, while only 26 percent of voters see a link between sugary sports drinks and obesity. Field Research Corporation. *Release #2436: Field—The California Endowment Obesity Prevention Survey.* Survey of 1,184 California registered voters, conducted October 17–24, 2012. <http://field.com/fieldpollonline/subscribers/RIs2436.pdf>
10. Canadian Cancer Society, *Cigarette Package Health Warnings: International Status Report*, Fourth Edition, September 2014.

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Rodney K. Yogi and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Rodney K. Yogi

From: [shay Chan Hodges](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:06:24 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

shay Chan Hodges
37 Puu Koa Place
Haiku, HI 96708

From: [Sheryl Keliipio](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 2:35:13 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

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Please help create a healthier Hawaii and pass SB 1270.

Mahalo,
Sheryl Keliipio
6494 Ahele Drive
Kapaa, HI 96746

Sheryl Keliipio
3040 Umi Street
Lihue, HI 96766

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Simi T Leo and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Simi T Leo

From: [Stephanie Austin](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Wednesday, February 11, 2015 3:57:36 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

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Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Stephanie Austin
495 Awalau Rd.
Haiku, HI 96708

From: [Stuart Coleman](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Thursday, February 12, 2015 1:09:08 PM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

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As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Stuart Coleman
2121 Algaroba St., #1107
Honolulu, HI 96826

From: [Thomas Wills](#)
To: [HTHTestimony](#)
Subject: Strong Support for SB 1270, Relating to Health
Date: Thursday, February 12, 2015 9:33:11 AM

February 11, 2015

To: The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Members, Senate Committee on Health

Re: Strong Support for SB 1270, Relating to Health

Hrg: Friday, February 13, 2015 at 1:35 pm, Room 414

Thank you for the opportunity to submit testimony in strong support of SB 1270. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among young adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass SB 1270.

Mahalo,

Thomas Wills
5079 Maunalani Circle
Honolulu, HI 96816

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Tina Shigemura and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Tina Shigemura



Hawaii Restaurant Association

2909 Waialae Avenue #22
Honolulu, Hawaii 96826
www.HawaiiRestaurant.org

Phone: (808) 944-9105
Email: info@HawaiiRestaurant.org

Date: February 10, 2015

To: Senator Josh Green, Chair
Members of the Committee on Health

From: Victor Lim, Hawaii Restaurant Association

Subject: SB 1270 Sugar-Sweetened Beverage Safety Warning

The Hawaii Restaurant Association opposed SB 1270 requiring businesses to have a safety warning for the beverages that we sell.

We sell wholesome foods and beverages that people want to consume and trends will show that sugar-sweetened beverages are at a decline where zero or reduced calories beverages are at an increase. It is counterproductive and misleading to suggest that focusing solely on sugar-sweetened beverages is the solution to addressing obesity in our society.

We now have a national menu labeling law requiring restaurant entities of twenty or more to display calorie content on the things they sell and that will fully be in effect by the end of 2015. In areas that this is currently in place, it shows that it has an impact on an average person's meal calorie content.

We need to allow our current laws that have yet to fully take affect before adding on more rules and regulations for our businesses. We also understand that obesity is a very complex issue that has many variables such as calorie intake – calorie burn, physical activities, etc.

Thank you for giving us this opportunity to share our point of view with this committee.

Vikki Ferstler
Tailor Made Vending
99-1366 Koaha Place
Aiea, HI 96701
February 12, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

I am the President of Tailor Made Vending, a company that operates over 250 vending machines across Oahu. We are based in Aiea and have been in business for over 20 years.

I am writing to urge you to oppose SB 1270.

We are proud to live and work in Hawaii. We are committed to healthy eating and providing healthy options in our machines. However, this legislation will not address obesity and will only hurt local businesses like mine.

Singling out sugary drinks with warning labels doesn't begin to address all of the factors that contribute to obesity. Placing warning labels on drinks and vending machines is misleading to consumers. For example, low calorie drinks with as few as five calories will be forced to carry a warning label, while sugary foods like cake and donuts will not. If the intention of this bill is to help customers make informed decisions, it would seem like it accomplishes just the opposite.

This is not a useful way to address the health of people in Hawaii, and it will hurt businesses like mine. Please vote no.

Sincerely,

Vikki Ferstler

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 11, 2015

Senate Committee on Health
Chair Josh Green
Vice Chair Glenn Wakai
Hawaii State Capitol
415 South Beretania Street

Re: SB 1270, Relating to Beverages

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

My name is Corey Kim and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding SB 1270, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Corey Kim