The dissidents I think Barney more importantly to convenient place to target basically because when you're drinking drinks as very low impact on you sit tight and this is one reason why people the consumed the feeling full up his her here what this also means is start restricting sugar drinks you prominent you get a kind of impact on people's substitute for the food stick and replace those he start intervening at your feet system with different foods hinder a whole variety of unintended consequences seek to move people away from sugar in food for moving toward more salty fillets wrapped and talking about the tax is there a precedent for this of the other countries that have introduced a drink isn't it yes the other taxes are unsure readings in France and Finland and I'm hungry price for one that's most famous on the world's one was introduced in Mexico fairly recently there was a very high level tax up 20 % taxing on to predict the next go said I'd done a whole variety of places around the world we're able to see now that tax is introduced differ bridges have affected sales a sugary drinks and as countries ok thank you were one of the

**01/05/2016 11:08:27**

[[](https://scout.tveyes.com/)](https://scout.tveyes.com/)

[Play](https://scout.tveyes.com/)

opens up to us to my other two guest to any peace deal one can sedative which agreed some taxes haven't worked so for example if we look at the Danish example of the saturated fat tax yeah it is a great example of tax because it attacks the with them this is how Mrs tax is introduced in 2012 by a unanimous vote in the Danish parliament the change the whole tax system one of things that money to introduce was attacked on saturated fat in all fields across the ball a year later it was moved also by unanimous vote in the Danish parliament and the reason why was withdrawn was big the strong lobbying for the food industry that basically said that what's happening here is driving people from Denmark to different countries in order to buy that but sisters was people get in the car in copenhagen and drive to stop and buy but which I suggest is perhaps not the most likely of of consequences of taxation system and but it is before with any health impact assessment at all and since then we have the valuations of the impact starting to roll in and what we're seeing is the proper we had a

**01/05/2016 11:09:28**

[[](https://scout.tveyes.com/)](https://scout.tveyes.com/)

[Play](https://scout.tveyes.com/)

positive effect on such artefacts of chillies you magic of had a knock on effect the Bromley reduced vegetable consumption slightly from being increased salt consumption slightly all-in-all we think from our valuation probe into that with a better diet as a result of a huge balance those things against each of the Tories the Mexico a example is a very interesting one it to what extent do you think in Mexico they managed to get his 3 3 the donation of I think you missed 10 million dollars from bring that philanthropists which allow to mayor bloomberg in new York that's absolutely right and if 3 his charitable his philanthropic foundation and he was very keen to do something about said he's been keen to do something new York city has a man's DNA yet but has been attempting to a decent thing in Mexico say that money was used to allow non government organisations to take how very powerful tv and newspaper ads t cancer

**01/05/2016 11:10:28**

[[](https://scout.tveyes.com/)](https://scout.tveyes.com/)

[Play](https://scout.tveyes.com/)

the line from the industry which was that this wasn't going to work to what extent will be need that in the U.K. d think well into the dangers to compare Mexico situation the UK's situation cos my trust highest level of sugar drink consumption in the world it is much much higher than it is in the U.K. and they have an extremely powerful drinks industry that we see examples of children drinking sugary drinks from extremely young age being weaned from breast milk onto coke I'll remember drinks and she has got a hell of a lot leans back and sit person that market in the UK I think there will inevitably be a backlash from the industry wheels of credit powerful well-respected NGOs and .uk there are already standing up in favour and support should be drinks taxi got the British medical association called for sugar drinks tax you got the economy overall medical colleges you got right is different non government organisations as the nigger there already is in we need this you've Oscars Sir Wallace the head of the health select committee saying that they need sugar drinks tax in order to raise revenue in order then pile back in that you have some some Money that they can then do something

**01/05/2016 11:11:29**

[[](https://scout.tveyes.com/)](https://scout.tveyes.com/)

[Play](https://scout.tveyes.com/)

about childhood obesity well ok things worse for answers Peter this is putting science to work can today we're asking how we should go about cutting down on the amount of sugar wheat with that in mind I'm going to turn next to Teresa motto to resit your strategy is to reduce serving sizes how do we care about doing that and what exactly sure would be targeted for all we want the reduce the size and the availability and keel of larger sizes we could make the default serving size orf confectionery cakes biscuits sugary drinks smaller we hear reduce decisive tableware say plates cups and cutlery which surprisingly deal have an impact this say any experiment in which people were randomly allocated t receive a large or small bowl with a large or small serving speaking and help ourselves to ice-cream days given