



Response statement to Jamie Oliver's documentary, *Jamie's Sugar Rush*

Friday 4th September 2015

Katharine Teague, Head of Advocacy, AB Sugar

"Jamie Oliver has a great track record on campaigning for public good and his commitment to helping further health education.

However, while Jamie's intentions are clear, Government data shows that, despite a fall in total sugars consumption over the last 14 years, obesity rates continue to rise, proving the complexity of the obesity crisis. Whilst clearly reducing sugars can help people lose or control their weight, we need to look at diet within the context of lifestyle, with the starting point being calories (energy) in and calories (energy) out.

What's required is collaborative action to find real and workable solutions to the obesity crisis. We are committed to playing our part."

"We do not believe that a tax on sugar is the right answer to what is a complicated issue with a multitude of causes. There is no conclusive evidence that a sugar tax will have the desired effect or prompt a change in consumer behaviour. While tax is often used by governments to reduce consumption of certain consumer goods, in light of decreasing trends of total sugars consumption over the past decade In the UK, we question if a tax would be an appropriate measure".