

## PRICE·TAG

## COST·TAG



Change the world and your foodshed with a fork, wallet and brain

### SODA POP PRICE TAG

Pop costs anywhere from \$1.09 for 24 oz. to \$2.99 for a 12-pack. But many hidden—and obvious—costs are associated with this convenience food.



### SODA POP COST TAG FOOD MILES

Pop is available everywhere from gas stations to school lunch rooms, and it's often cheaper than juice or bottled water. The sugar in your soda may come from any number of developing countries, the West, or the Midwest.



### HEALTH COST

Soda consumption contributes to soaring rates of diabetes and obesity. The average person consumes 50.8 gallons of pop per year. Sodas are truly “empty calories” devoid of vitamins and nutrients other than carbohydrates. Phosphoric acid in colas may deplete calcium from your body, contributing to problems like osteoporosis. Soda consumption can also lead to weak bones if it replaces calcium-rich drinks in your diet.

### SOCIAL COST

Competing carbonated beverage companies market their products in schools in order to establish brand loyalty early in life. While some school districts have barred the sale of these drinks, others depend on them to supplement tight budgets.

### ENVIRONMENTAL IMPACT

In 1999, the post-consumer recycling rate for soft drink containers was 55.3%. 44 billion cans and bottles from soft drinks were landfilled that year.



### WHAT CAN YOU DO?

Drink healthy beverages like water, milk or 100% fruit juices—especially beverages that are produced in your state. Urge your school district to reject vending contracts with soft drink manufacturers. These contracts are intended to build early brand loyalty for pop without regard for children's health.

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