



440 1st St, N.W. , Ste. 520, Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250
NPAinfo.org

NEWS RELEASE

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Contact: Justin Bartolomeo
(202) 789-4365
jbartolomeo@hdmk.org

Philly Soda Tax Incorrectly Includes Natural Alternative to Sugar ***NPA Launches Campaign to Remove Stevia's "Artificial Sweetener" Status and Tax Liability***

WASHINGTON, D.C. – The City of Philadelphia's Sugar-Sweetened Beverage Tax, or soda tax, wrongfully includes a natural alternative to sugar known as stevia, contradicting agreed upon and well-established definitions of artificial sweeteners by the [World Health Organization](#). Within this newly enacted legislation, stevia is taxed as an artificial substance, despite being a natural sweetener.

"Calling stevia artificial is as wrong as calling lime juice artificial – it's like an alternative fact," said Dan Fabricant, Ph.D., President and CEO of NPA. "We're hoping the commissioner will see this gross error and remove stevia from this undeserved status and tax hit. It appears the City of Philadelphia thinks it knows more about a naturally occurring alternative to sugar, used by millions of people worldwide, than the World Health Organization. While certainly this is the day and age of interpretation, I am unaware of any part of common law where words and their meanings don't matter."

"Stevia is a natural sweetener, so we'll be working to ensure that any law accurately reflects that," added Dr. Fabricant. "Additionally, as it is a natural, non-caloric, non-cariogenic sweetener, we don't believe it should be included in the tax as that would seem to be at odds with any sort of public health concerns that we are aware of that need added revenue for Philadelphia or other jurisdictions to offset healthcare costs."

The Natural Products Association (NPA) recently launched a grassroots campaign calling for the Commissioner of the Department of Revenue to remove stevia from the Sugar-Sweetened Beverage tax.

More information about NPA's campaign can be found [here](#).

Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,400 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.NPAinfo.org. Follow NPA on social media:



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Natural Products Association: 440 1st Street, NW, Ste. 520, Washington, DC, 20001

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