

OUTLINE:-

TOPIC:- To encourage healthy eating, higher taxes should be imposed on soft drinks and junk food.

1. Introduction

Soft drinks and junk food have become a common meal now a days, which can not be discouraged by the imposition of higher taxes. Because, it's not the higher prices that can discourage its consumption but awareness regarding negative consequences and outcomes of healthy food can bring positive outcomes.

2. Increasing consumption of soft drinks and junk food and higher taxes.

3. Imposition of higher taxes on junk food is not a viable solution.

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- b) Higher taxes can not strengthen

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2. Increasing consumption of soft drinks and junk food and higher taxes.

3. Imposition of higher taxes on junk food is not a viable solution.

- a) People with resources will still prioritise junk food.
- b) Higher taxes can not strengthen

- personal will to choose healthy food.
- c) People will pay higher taxes due to good customer services.
 - d) Discounted offers will keep on trapping customers.
 - e) Higher taxes will not educate people about medical complications.

4- Higher taxes will only effect:

- a) People with fewer resources, who rarely enjoy junk food and ^{soft} drinks
- b) one who is health conscious and gives due consideration to diet.
- c) Providing good customer service is a part of business
- d) Discounted offers are only the tricks to attract more customers.
- e) People are already familiar with consequences of ^{eating} junk food.

5. Not higher taxes, but various policies can ensure healthy eating habits.

- a) Higher taxes will not be fruitful for working class, but injustice with middle class.
- b) Choice of healthy food can not be guaranteed by taxes, but its

- personal will, that need to be developed.
- c) Customer service is vital but health can not be compromised.
 - d) Discounted customer offer attract customer but it can cost much lesser amount if healthy food is cooked at home.
 - e) Instead of higher taxes, awareness campaigns to educate people will bring positive results.

6- Conclusion.

Essay:-

Man is what he eats (Ludwig Andreas). It is a famous saying that man is what he eats. If one consumes a diet that is full of nutrients, person is considered to be healthy. But, if one consumes the diet that do not include all the necessary required vitamins, minerals and contribute a bigger portion of his diet is to junk food, the person is considered unhealthy. Soft drinks and processed food are assumed to be the biggest contributor of health issues in humans, most common among which are: obesity, type 2 diabetes, heart problems and high cholesterol. Soft drinks and junk food have become a common meal now a days, which can not be discouraged by the imposition of higher taxes. Because it's not the higher prices that can discourage that can discourage its consumption but awareness regarding its negative consequences and outcomes of

Healthy food can bring positive results. Imposition of higher taxes can not be helpful in encouraging healthy eating habits, because, many people with resources will still consume it and higher taxes can not strengthen personal will to consume healthy food. Most people pay higher taxes because of the services they get at restaurants. Whereas, imposing taxes will only affect the people with fewer resources, who ~~do~~ rarely consume soft drinks and fast food. Along with this, it is injustice with diet conscious people who are much picky while choosing their meals. However, to incorporate healthy eating, imposition of higher taxes is not the solution as it will not limitize the use of junk food. Instead, awareness campaigns through various social media platform and introducing new policies can help to reduce its consumption.

Soft ~~drinks~~ drinks and junk food have gained a tremendous amount

of popularity in today's world. Due to which last year has witnessed an ~~experi~~ increasing number of people experiencing the obesity problem. Junk food companies make food convenient and tasty, so it has replaced the ~~no~~ homemade meals. According to a survey 43.9% of Pakistani population is suffering from obesity (diet.PK, Difference between healthy and unhealthy food in a Pakistani diet, 2003). The high rate of obesity is becoming the reason of various heart related diseases even in the children of younger ages. In a recent Oxfam report, Pakistan ranked a worrying 97th out of 125 countries regarding dietary health. Hence, the consumption of these unhealthy foods is witnessing a high increase in health issues.

The very first reason that advocates that the imposition of higher taxes is not a viable solution is that the higher taxes will not stop affluent people to consume

fast food. Most of the times it is considered as most easily accessible food. For example, many of the people with resources will still consume fast food as they like to celebrate their every success with parties, which are offering junk foods and food soft drinks as they are most loved among teenagers. So it can be said that, imposition of higher taxes can not generate the habit of healthy eating because people with resources will still consume it.

Another reason that denies the imposition of higher taxes is that the higher taxes can not stop person to consume it, because ~~if~~ the taxes can not strengthen the personal will to eat healthy. As our health decides our all day activity it is important to have a strong will to eat healthy to spend a day with full energy. For example:- one may see obscure two members in a family. one of them is diet conscious; pays a due attention to the diet and

On the other hand is another member who have no will to improve his diet, He has not diet plan and consumes Fast food everyday. A difference can be seen in the way both spent the day as the one with the diet plan is consuming all the required nutrition and second one is lacking it in his diet. So, personal will is important which can not be strengthened by imposing higher taxes

Third reason is that most of the people would pay higher taxes because of the good customer services they are getting at the restaurants. A good restaurant offers many customer services that ensures customer care. Few of them are: For example:- If you complain them about - the quality of food or any other complain like food is not fully cooked or any other issue regarding quality, - the restaurant's co-operates with the customers providing

them with newly, fresh~~ed~~ and ^{fully} cooked food and most of the times serving customers with deserts as a compliment. Other services include drive thru ~~at~~ junk food restaurants which facilitate moves to ^{place and} pick their orders. Hence, the customer would pay high taxes due to the customer service they are getting at restaurants.

Fourth reason of not supporting higher taxes is that many of the fast food restaurants ~~are~~ attract their customers through the deals and offers. Families enjoy these deals as they are getting soft drinks and ^{and piece of} junk food free in the offer. For example: one may witness the higher sale of the family deals and offers at all restaurants as compared to the loose burgers or pizzas. Because of these deals it is not easy to limitize the use of junk food as it is a good option for many of the people even if it is with higher taxes. So, these deals will attract customers, which are offered

by these restaurants on every occasion and special day.

Fifth reason that does not support imposition of higher taxes is that the higher taxes will not help in educating the people about the poor outcomes and medical complications - they may face due to the higher intake of soft drinks and junk foods. It is very important to educate Pakistani people about the definition of healthy and unhealthy food.

According to the recent study by American Heart Association, unhealthy food is highly processed food, low in nutrients, and high in empty calories that can harm one's health. Many uneducated assume junk food as high nutritional food due to presence of proteins. However, the imposition of higher taxes can not educate people about the negative impacts on the health and it is therefore not a viable option.

on the contrary, higher taxes will only affect the people with

fewer resources. There are many middle class people who prefer home-made food as they can't afford it or don't have the kind of having fast food as their meal. For still type of people it is unfair to impose higher taxes as it will make it more difficult for them to consume it, who rarely ~~likes~~ enjoys fast food at special occasions or birthdays. Imposition of taxes will not get fruitful result because it is not the middle class that is consuming it in a great amount but the people with resources who will not be affected by taxes whereas, ~~the~~ taxes would be injustice ~~to~~ to the people with fewer resources.

Secondly, the person who is diet conscious, gives due consideration to his health, is very choosy in his diet can also sometimes treat himself with junk food. The imposition of higher taxes is to stop the high consumption of the soft drinks and junk food as a meal. But

The one who is already on the diet, always have food full of nourishment why get punishment of paying higher charge taxes, when he is not consuming is daily. Everyone has the right to treat themselves special, so one can by any means. Therefore, imposing higher taxes is a injustice with such people, too, who have a balanced diet and rarely enjoys fast food with their friends.

Thirdly, providing a good customer service is a part of business. It can't be enhanced or reduced by increasing or decreasing taxes. For example:-

Restaurants will not compromise on their standards no matter what. They will keep on facilitating their customers in the best possible way, will respond to the complains and will not compromise on the quality. Likewise, the other customer care services would also keep on facilitating the customers.

like the H drive then service will not be affected by increasing or decreasing taxes. Because providing these facilities is the part of one's business and not a measure of higher or lower taxes.

Fourthly, most of the discounted offers are not really providing the discounts to the customers. These offers are only tricks to attract more customers. It is the marketing strategy to get more sale by trapping the customer and to make them pursue to their deals by getting discounts or free meal. It can be observed that the increase or decrease in price do not affect the consumption of the fast food. As it is easy to captivate people through deals which is not such true in the meanings of discount. So the higher taxes will only result in the increasing of the price, but it will not ensure the utilization of the customer attracting toward these discounted offers.

Last but not least, a large masses of people is already aware about the negative consequences of the intaking soft drinks and fast food. People knew it that the unsaturated fats it in junk food is dangerous for their health, still they are addicted of consuming it. A survey conducted in Singapore is of the view that masses of many developed countries are aware of the health problems they are getting by purchasing fast food and soft drinks but they still consume it because of their addiction to it and busy schedule.

Therefore, high taxes inspite of people educated will not help in discouraging fast food and soft drinks.

However, not higher taxes but various other policies need to be adopted to ensure healthy eating. As higher taxes would only affect the middle class who is not the high consumer of junk food, who treat themselves with junk food and soft drinks

occasionally. But, the higher taxes would not discourage the affluent class people who is the big contributor in the consumption of the junk food and soft drinks.

So it can be said that the imposition of higher taxes on junk food is not an encouraging option to follow because it will not discourage its use in affluent people but would be a burden on middle class who has a right to make them happy with it seldomly.

Moreover, the choice of healthy food can never be guaranteed by taxes, but it is the personal will that needs to be developed in an individual to lead a healthy life. If government is off the view that by imposing higher taxes on soft drinks and junk food, they can ensure healthy eating, it's mere a thinking. It can never give fruitful results in discouraging the consumption of fast food. If one can stop

or limitize the consumption of fast food is through one's own ~~per~~ will. So, its not the high taxes that can ensure reduction in fast food consumption but personal will to eat healthy and full nutritional diet.

Furthermore, customer service is a part of good business and for it health can never be compromised. As it is said that "Health is wealth". The health should not be compromised for anything. No matter how are the services being offered by the restaurants the blessing of health should never be compromised. Health is like money, we never have a true idea of its value until we lose it. (Josh Billings). It is necessary to keep in mind that, one has no need to get overwhelmed by the warring services by the restaurants either with higher fares or not, but thing to prioritize is one's health. It should never be compromised because once its gone never come back ^{with} previous state.

To add to it, discounted offers most of the times are not of the true value, these are just means to trap customers. But if one take an estimate of the difference in discounted prices and home-made cooked food. The food cooked at home cost much less than the one offered at restaurants on discounted prices. Apart from the prices the food of junk food is of no nutritional value, whereas, the food cooked at home is full of nutrition. As it is cooked by keeping in views all the cleanliness measures and is not processed food but freshly cooked food. So, the increasing taxes will not affect the consumption of junk food but if one realise to have healthy diet, a healthy food with much less amount may be prepared at home.

In the same manner higher taxes will not help to raise awareness regarding the poor effects of soft drink and junk food on the

health of the individual. Instead of higher taxes awareness campaigns in universities, schools and colleges need to be initiated where different health professionals and doctors ~~are~~ raise aware about the importance of having a healthy diet and its impacts on one's life. These campaigns can be further at various news channels and morning shows, talk shows, which are being watched by a large mass of population. So, it can be said that not high taxes but awareness about negative impacts of junk food and soft drinks, can help to ~~over~~ discourage the consumption.

In a nut shell, it can be said that higher taxes is not a viable option to encourage healthy eating. Because many of the customers, inspite of higher taxes will pursue for junk food and soft drinks as they are of the thought that the higher taxes is due to the high customer service they are getting at various restaurants. While, it's

a part of good business. Along with it, the discounted price offers will keep on attracting customers and even with higher taxes, they would like to visit restaurants serving fast food because - the offers provided, attract customers with free piece of fast food or drink and it become hard for them to resist the offers. So, likewise, higher taxes will not educate individual about the negative impacts of soft drinks and junk food on the health.

Therefore, an awareness campaign is needed regarding the effects and consequences of healthy and unhealthy diet which can help the individuals to understand the severity of - the high consumption of fast food. As it is rightly said that:

"Let Food be thy medicine and medicine be thy Food"
(Hippocrates)