

# Soft Drinks and junk food

## Outline

### 1) Introduction

Thesis statement:

### 2) An Overview of different types of soft drinks and junk food consumed in human societies

- i) Soft drinks and their types
- ii) Junk food and its types

### 3) An Overview of the detrimental impacts of soft drinks and junk food on human health, justifying the imposition of taxes.

- i) Probabilities of obesity
- ii) Increased chances of Type II diabetes
- iii) High blood pressure and inflammation
- iv) Detrimental impacts on the immune system of the human body.
- v) Narrowing impacts on human memory and learning power.
- vi) Enhanced vulnerabilities to allergies
- vii) Increase in heart diseases
- viii) Unnatural increase in food addiction
- ix) Low intake of beneficial food nutrients
- x) Issues related to food quality
- xi) Negative impacts on the immune system of the human body.

4) Can taxes be helpful in curbing the over-consumption of soft drinks and junk food?

i) Yes

ii) Relationship between price and demand

5) Kinds of taxes that can be imposed on soft drinks and junk food.

i) Taxes on the import of ingredients

ii) Registration fee for outlets.

iii) Special rate of income tax for the manufactures and suppliers of soft drinks and junk food.

iv) Taxation on the advertisers of soft drinks and junk food.

v) Enhanced rate of electricity and gas tariffs.

6) Possible hurdles in the way of taxation

i) Undocumented economy

ii) Hue and cry from the business platforms

iii) Resistance from multinational corporations

iv) Difficulty in collection of taxes.

v) Compromise on quality to offset

the impact of taxation.

7) Recommendations for overcoming the impediments

i) Conduct of awareness seminars and workshops to sensitize people to the perils of junk food and soft drinks.

ii) Documentation of economy.

iii) Effective role of food authorities to ensure quality of food.

iv) Use of technology for minimizing tax evasion.

Conclusion.