

Calif. going after sugary drinks – again

By Lydia O'Connor, Huffington Post

If the soft drink industry thought its fight with health reformers ended in the San Francisco Bay Area last election season, a new bill in the California legislature may be a rude awakening, reviving the movement to cut the state's sugary beverage consumption.

"I don't think this issue is going to go away – not given the increasing concern with obesity, especially childhood obesity," Larry Gerston, a political analyst and San Jose State University professor, told The Huffington Post.

Last fall's soda battles focused on taxing the sweet drinks. The new challenge is warning labels. California Senate Majority Leader Bill Monning, D-Carmel, introduced a proposal Wednesday to put warnings on beverages containing added sweeteners with at least 75 calories per 12 ounces. The labels would read: "STATE OF CALIFORNIA SAFETY WARNING: Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay."

"Given the rock solid scientific evidence showing the dangers of sugary beverages, the State of California has a responsibility to inform consumers about products proven to be harmful to the public's health," Monning said in a press release. "This bill will give Californians the at-a-glance information they need to make more healthful choices every day."

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