



**DON'T**

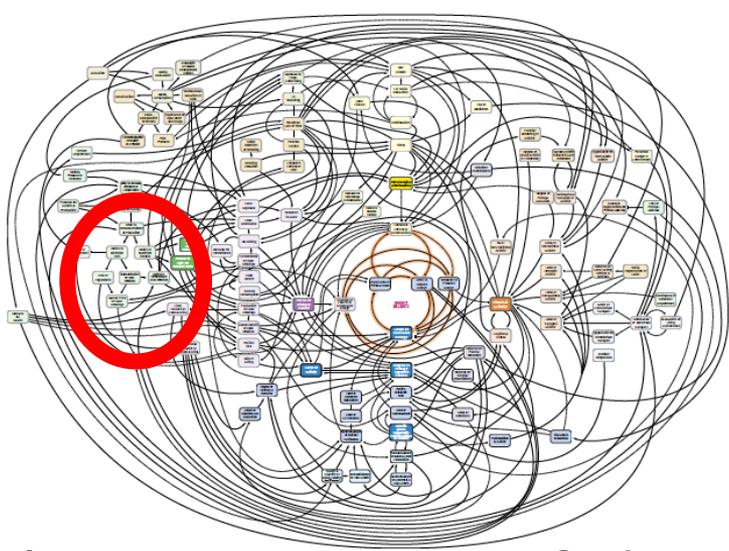
**We need**



**a sugar tax**



**NOW!**



**DON'T**  
We need  
a sugar tax  
**NOW!**

- It's a **TINY** part of the picture
- It's another flawed policy, just wait for the U turn
- The sugar industry can challenge its legality, and they'll probably win
- There isn't yet widespread public support
- The industry is better at arguing than we are
- While we're waiting, **WE** will relax, and lose the fire and momentum we really need to tackle obesity

It's  
another  
flawed  
policy, just  
wait for  
the U turn



**They may take  
our NHS,  
but they'll never  
take our pies!!!**

This man hates the working class. Unfortunately, he's in charge of the economy, so he's in the perfect position to shaft us.

George Osborne is just one of 23 government ministers who happen to be millionaires. Hardly surprising then that he should be slapping 20% VAT on pasties while cutting income tax for the richest by 10%.

How obvious does class war have to be before you stand up and fight back? These greedy bastards are making US pay for THEIR mistakes. Why should we settle for crumbs?



THX-E01-S2

The Herald, Friday April 27 2012

# GREEDY

Who ate all the pasties?



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# 'Pasty-tax' protesters take fight to the capital

by NICK LESTER  
Parliamentary Correspondent

A PLYMOUTH pasty-maker has challenged the levying of a 20 per cent tax on the savoury snack amid a double-dip recession.

Ivor Dewdney highlighted the adverse impact of the controversial 'pasty tax' as campaigners converged on Downing Street to deliver a petition from half a million people opposing the VAT move.

In driving rain around 500 protesters took part in the demonstration in Whitehall, many wearing white T-shirts and carrying placards emblazoned with the slogan "SOS - save our savouries".

Campaigners then went on to an event at the Houses of Parliament, co-hosted by the Herald's sister paper the Western Morning News, where there was the chance to enjoy a pasty and lobby MPs.



**TASTY TREAT:** MPs - George Eustice, Gary Streeter, Dan Rogerson, Andrew George and Stephen Gilbert try pasties

South East Cornwall both defied the party leadership to oppose the change to tax rates, along with Labour MP for Plymouth Moor View Alison Seaback.

Speaking at the Commons rally, Mr Streeter said: "The Government has made a very bad decision to impose a tax on pasties. I will continue to do what I can to reverse it."

Mrs Murray was worried about the impact on small bakeries and the knock-on effect on already struggling town centres.

"I am really concerned this hasn't been thought through," she said.

Mrs Murray also questioned how the levy would be policed, raising the spectre of "thermometer-wielding tax inspectors".

Mark Muncey, chairman of the Cornish Pasty Association, said: "The industry was sent reeling from this. This is a shock tax, a sweeping tax, badly thought-out and

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# Left

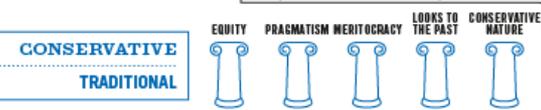
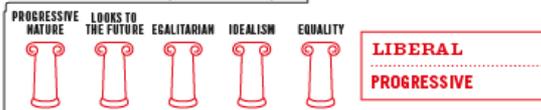
# Right

## GOVERNMENT

## GOVERNMENT

COMMUNISM LABOUR DEMOCRATS PARTIES

PARTIES REPUBLICAN CONSERVATIVE NATIONALIST



ECONOMY: regulates economy, business & industry = TAX AND SPEND

ECONOMY: de-regulated economy, business & industry = DON'T TAX AND SPEND



SOCIAL PROGRESS=EVOLUTION

SOCIAL PROGRESS=STATUS QVO

### SOCIETY & CULTURE

### SOCIETY & CULTURE



### BELIEFS

### BELIEFS



VOTES FOR:

VOTES FOR:

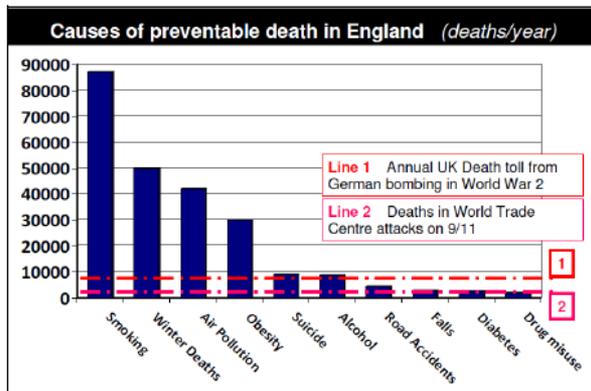


# What do the public currently care about?

## Version 1

Too left wing for current regime

### Obesity vs Healthy Weight



It's a bit like a war,  
only more of our  
people are dying

**A manifesto for change**

Do the right thing for the right reasons (bit pie in the sky!)

## Version 2 (under development)

The right wing version

Fat people like this will  
destroy our wealth



Unless we do something now, the obese will  
increase taxation, lower your house price and  
increase immigration

**A manifesto for change**

Do the right thing for the wrong reasons (cheap!)

# Why Sugar?

Guido  Fawkes



With expansion w  
apprenticeships to

**OSBORNE TAXES SAME EU SUGAR  
HE SUBSIDISES**

**GOVERNMENT'S EU  
SUGAR TAX HYPOCRISY**



**THEY'RE HAPPY**  
Because they eat  
**LARD**



www.StrangeCosmos.com

Issued by the Lard Information Council

If



Why not?



The sugar industry can challenge



its legality,  
and they'll  
probably win





The  
industry  
is better  
at  
arguing  
than we  
are



*'I'll give you £5 if you tell Mum  
you'd rather Granny doesn't  
come for Christmas'*

# VELVET GLOVE, IRON FIST

TUESDAY, 22 MARCH 2016

## Jamie Oliver costs us another £1 billion

Most unintended consequences are quite predictable, but I hadn't thought of this one.

The Office for Budget Responsibility estimates that George Osborne's tax on fizzy drinks will increase inflation by a quarter of a per cent. This will have a more profound effect that you might think because it affects index-linked government debt.

*The Guardian* recently reported that the inflationary impact of the tax will require an additional £1 billion in debt interest payments.

This sounds hard to believe and yet it is true. The OBR made precisely that forecast in its assessment of the Budget and yesterday confirmed it to Brook Whelan (from People Against Sugar Tax, for whom I am an unpaid advisor) by e-mail. This is what they said:



# Calls for a sugar tax from the high priests of the nanny state

## Britain will be biggest nanny state in the EU thanks to sugar tax, experts say

Think tank boss advises everyone to go to Germany or Czech Republic to get away from 'draconian' rules

## Dia Chakravarty: This sugar tax will taste sour to poorer people



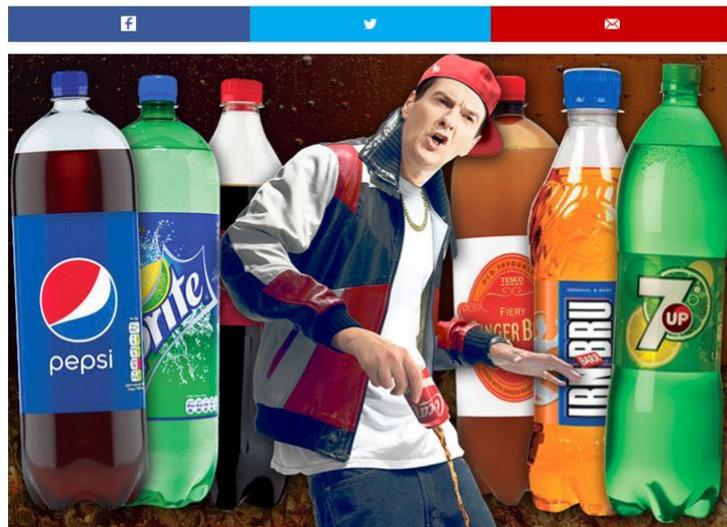
By Dia Chakravarty

Follow @DiaChakravarty

2,451 followers

*Dia Chakravarty is Political Director of the Taxpayers' Alliance.*

UK tax on sugary drinks is 'nannying' and 'impractical'



George Osborne has been nicknamed the 'Fizzy Rascal' because of his sugar tax plan

© The Sun



Policy  
should  
be based  
on  
evidence

**DON'T**  
We need  
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**“Mexican soda tax did not lead to reduction in total calorie consumption”, finds study**

Posted: 3 Dec 2015 | Category: Ineffective on obesity, Taxes unfair, What others say: experts |

No comments

A study conducted by Mexican econometricians and researchers of the Autonomous Technological Institute of Mexico (ITAM) on the impact of the tax on drinks with... [Read more »](#)



**Policy  
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## **Dutch experts question sugar tax effects on health**

Posted: 10 Dec 2015 | Category: Education, Education not tax, Ineffective on obesity, What others say: experts | No comments

When asked to comment on Jamie Oliver's controversial 'sugar tax', Dutch experts expressed their doubts regarding the efficacy of such measure when it comes to... [Read more »](#)

**We will relax,  
and lose the  
fire and  
momentum  
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need to tackle  
obesity**

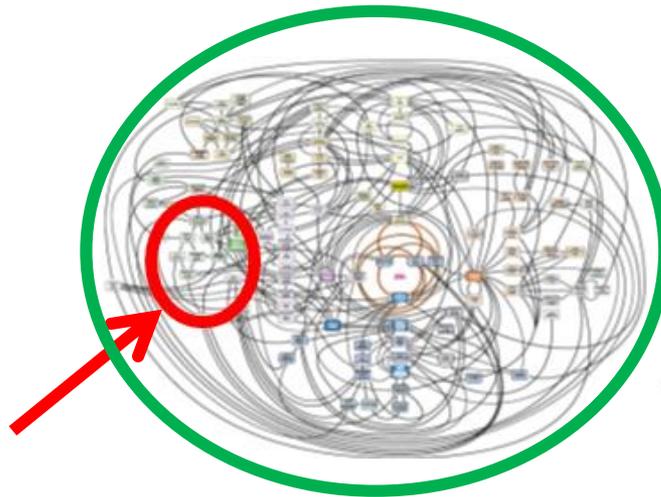


# The problem with US

- We're human
- We're put off by complexity
- We like to be in our comfort zone
- We like to talk about things
- We like to get really good evidence
- We are uncomfortable with conflict

# The problem with US

- The promise of a sugar tax will give us a bit more time in the **comfort zone**
- Obesity needs us to be in a **war zone**



 **DON'T**  
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 **NOW!**

**We DO  
need**

- A really good, comprehensive obesity and healthy weight strategy
- People like us to be fired up and motivated to make a huge difference
- A simplification of the complexity
- The public to understand and support the tackling of obesity
- Ourselves to be skilled in tackling industry apologists
- ..... And a sugar tax EVENTUALLY!