

Coca Cola Company

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Coca-Cola

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Traffic light labelling

Check how much fat, sugar and salt is in your food



Remember that the amount you eat of a particular food affects how much sugars, fat, saturates and salt you will get from it.

Food shopping card

	Sugars	Fat	Saturates	Salt
What is High per 100g	Over 15g	Over 20g	Over 5g	Over 1.5g
What is Medium per 100g	Between 5g and 15g	Between 3g and 20g	Between 1.5g and 5g	Between 0.3g and 1.5g
What is Low per 100g	5g and below	3g and below	1.5g and below	0.3g and below

INVOLVED PARTIES

- European Union (2010) (for)
- Confederation of the food and drink industries in the EU IAA (against)
- Institute European Food Information Council (against)
- Coca Cola Company (against)
- Cadbury (against)

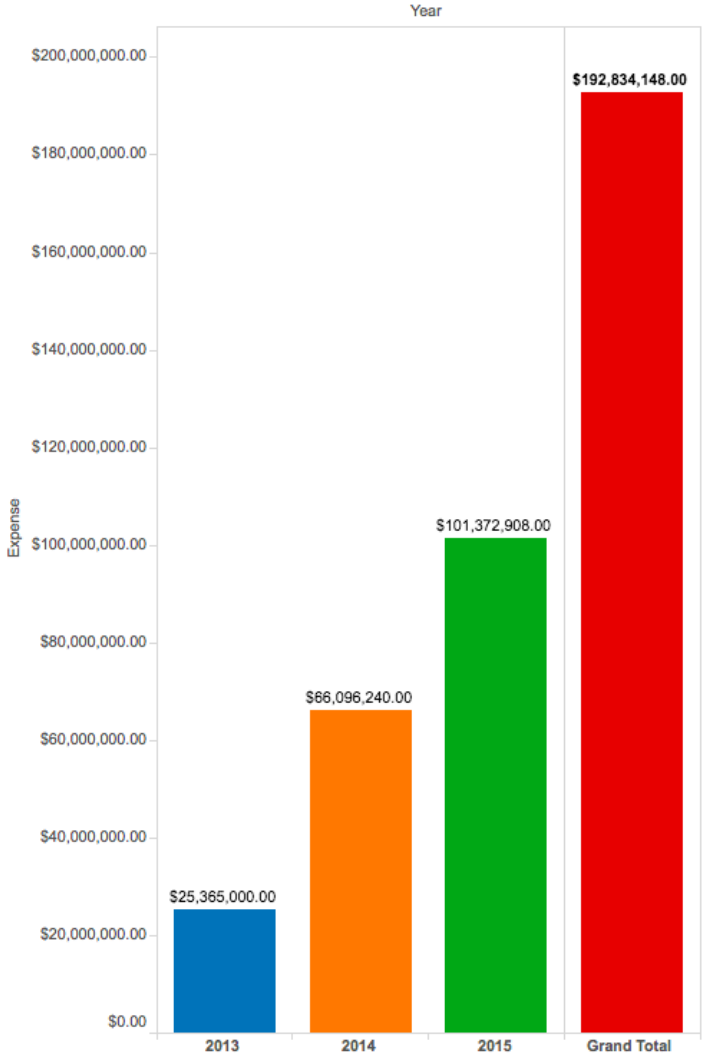
WHY LOBBYING

- Regulation
- Voluntary system
- Coca Cola and Cadbury

HOW DID THEY DO IT?

- Financial Year 2017 → 2,5 FTE
- 7 employees
- 9 meetings
- EU relations – Sophia Chrysopoulou
- In-house lobbyists

How Much Money Spent



Lobbying Expenses by Groups Opposed to Mandatory GMO Labeling by Year

Company/Or..	Year			Grand Total
	2015	2013	2014	
Arkansas Fa..	\$53,494.00			\$53,494.00
Bayer Corp.	\$7,840,000.00	\$4,940,000.00	\$6,130,000.00	\$18,910,000.00
Biotechnolo..	\$8,490,000.00	\$7,970,000.00	\$8,300,000.00	\$24,760,000.00
Bryce Corp.	\$50,000.00		\$40,000.00	\$90,000.00
C&S Wholes..	\$50,000.00			\$50,000.00
California Da..	\$195,000.00			\$195,000.00
Campbell So..	\$530,000.00	\$460,000.00	\$130,000.00	\$1,120,000.00
Cargill Inc.	\$840,000.00	\$1,400,000.00	\$330,000.00	\$2,570,000.00
Center for S..	\$30,000.00			\$30,000.00
CHS Inc.	\$307,000.00			\$307,000.00
Coca-Cola C..	\$8,670,000.00		\$9,310,000.00	\$17,980,000.00
ConAgra Fo..	\$1,000,000.00		\$750,000.00	\$1,750,000.00
Corn Refiner..	\$160,000.00		\$20,000.00	\$180,000.00
Council for ..	\$90,000.00	\$140,000.00	\$90,000.00	\$320,000.00
CropLife Am..	\$90,000.00			\$90,000.00
Dairy Busine..			\$20,000.00	\$20,000.00
Dairy Farmer..	\$560,000.00			\$560,000.00
Dean Foods	\$480,000.00		\$420,000.00	\$900,000.00
DineEquity L.	\$57,000.00			\$57,000.00
Dow AgroSci..	\$190,000.00			\$190,000.00
Dow Chemic..	\$7,550,000.00			\$7,550,000.00
DuPont Co.	\$7,068,464.00	\$80,000.00	\$7,038,533.00	\$14,186,997.00
Florida Farm..	\$101,100.00		\$67,141.00	\$168,241.00
Food Marketl..	\$150,000.00			\$150,000.00
General Mills	\$1,420,000.00		\$2,570,000.00	\$3,990,000.00
Georgia Cha..	\$145,000.00			\$145,000.00
Glanbia Foo..	\$110,000.00			\$110,000.00
Grocery Man..	\$10,508,786.00	\$60,000.00	\$5,820,347.00	\$16,389,133.00
Hershey Co.	\$268,000.00			\$268,000.00
Hillshire Bra..		\$140,000.00	\$210,000.00	\$350,000.00
Hormel Foods	\$685,218.00			\$685,218.00
Illinois Agric..	\$70,000.00	\$40,000.00	\$90,000.00	\$200,000.00
Indiana Farm..	\$214,000.00		\$120,000.00	\$334,000.00

- 1 - Certain labeling on food products become voluntary instead of mandatory
- 2 - Consumers do not get clear information
- 3 - Coca-cola upholds its brand image as health-conscious outfit
- 4 - Sends a message that even basic consumer protection regulations are in danger when there is unified objective for multiple large companies

Results