

Externalities

Revealing Hidden Natural Costs Through Legislation on Product Labeling

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Who Am I



The Realization

- ▶ 2016... and since.

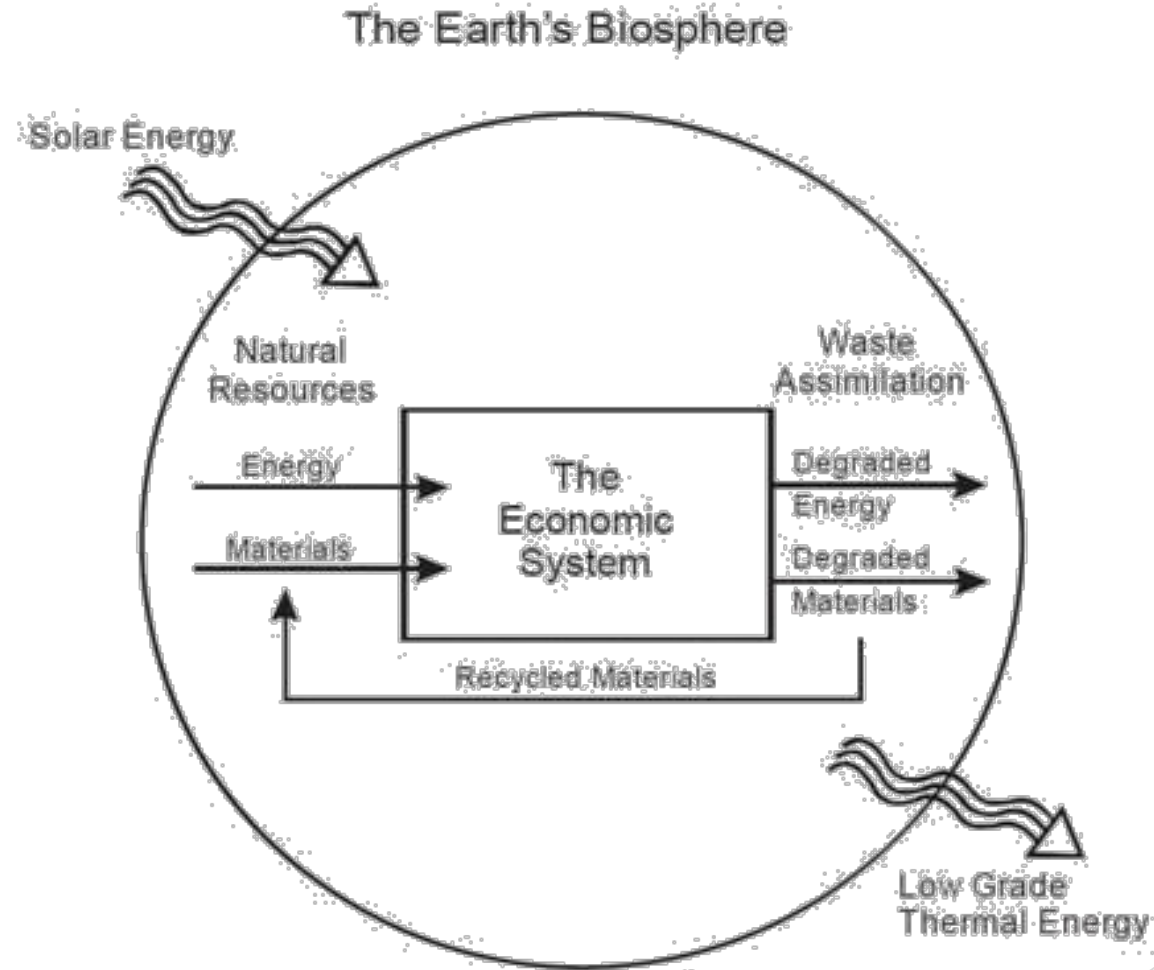


Why Am I Talking To You



Problem

- Externalities



Solution

- ▶ Reveal hidden costs; extinguish externalities
- ▶ Enable consumers



Nutrition Facts

4 servings per container
Serving size 1 1/2 cup (208g)

Amount per serving
Calories 240

	% Daily Value*
Total Fat 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 430mg	19%
Total Carbohydrate 46g	17%
Dietary Fiber 7g	25%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Solution Strategy & Tactics

- ▶ Governmental legislation
- ▶ Integration in systemic policy





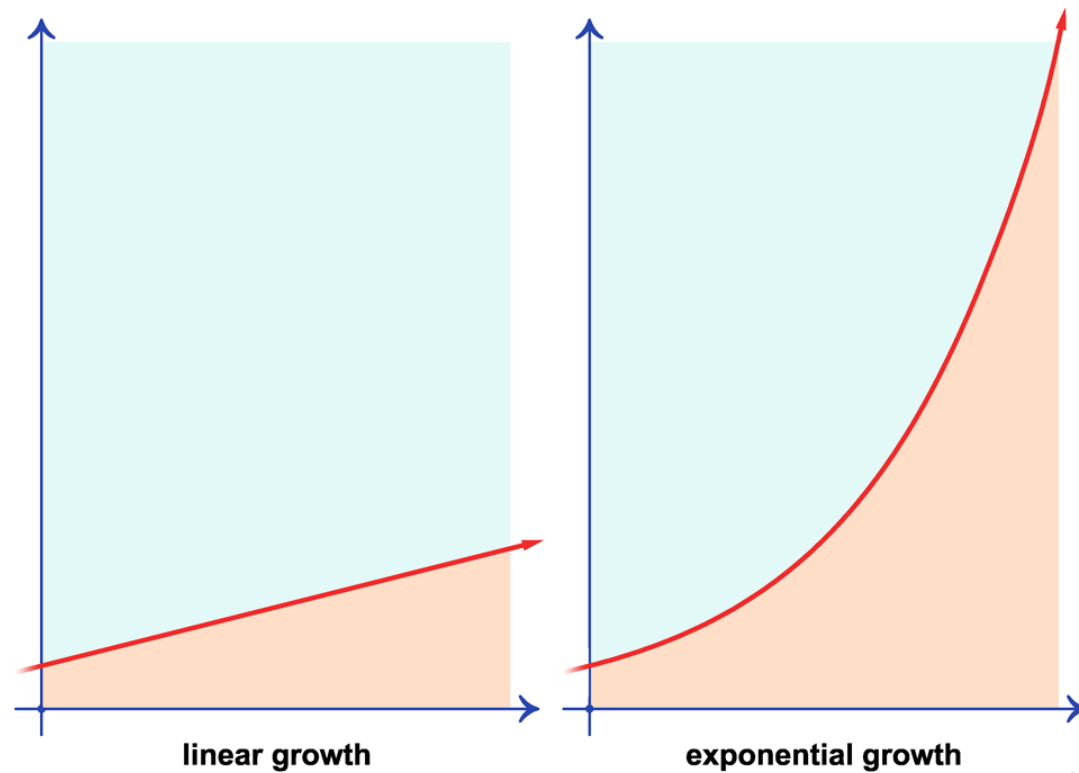
Timing

► NOW



Impact

- ▶ Shift in economic models, potential slowing of growth



Success

- ▶ What we choose is what we deserve

