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## UCSB Students Changing the Campus Drink Scene

We live in a society that constantly encourages us to consume more, including bottled beverages. UCSB's pouring rights contract (PRC) gives PepsiCo the

exclusive right to promote and sell their beverages at events and venues on campus for ten years, until June 2024. What does this contract mean for the students, faculty, and staff who are advocating for a healthier environment for our campus and planet?

The majority of PepsiCo beverages, including soda, sports drink, juice, coffee, tea and milk, are sugar-sweetened beverages (SSBs) with added sugar, which is known to increase the risk of diabetes, tooth decay, and heart and liver disease. The non-SSB versions of PepsiCo's beverages with only naturally occurring sugars or artificial sweeteners, have similar health impacts as SSBs. Non-SSBs have the same wide-ranging environmental impacts as SSBs—from sourcing ingredients, packaging, distribution, and disposal of containers. These impacts include plastic bottles polluting our beaches, oceans and rivers, and microplastics in our food and air. In addition, PepsiCo is known to use mass-advertising and misleading campaigns to target low-income and BIPOC communities. Every time you purchase a bottled beverage from these companies, on or off campus, you are increasing your environmental impact and perpetuating these social and health inequities.

So, what can we do? One of the easiest ways to reduce our environmental impact and become a part of the solution is choosing to always carry a reusable bottle and refill it with tap water. Another solution is supporting the UCSB Healthy Beverage Initiative (HBI), whose goals include decreasing SSB consumption and increasing tap water availability. The UCSB HBI Research Group is dedicated to understanding the campus community's relationship with SSBs and PepsiCo, and its environmental, health, and social impacts. We want to stimulate a conversation about how UCSB's values to support and protect the holistic health of all students, faculty, staff, and our environment can be part of the decision to remove or improve UCSB's contract with PepsiCo in 2024. We hope you follow us on social media to learn more and come to our next quarterly campus discussion in Fall 2021.

By Kelly Garvey, Jacklyn Vo, Dr. David Cleveland

Picture Credit: <https://theconversation.com/the-ocean-is-swimming-in-plastic-and-its-getting-worse-we-need-connected-global-policies-now-146380>



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