

October 23, 2015

José Francisco Yunes Zorrila, Presidente Comisión de Hacienda y Crédito Público
Maki Esther Ortiz Dominguez, Presidente de la Comisión de Salud
Jorge Luis Lavallo Maury
Luis Armando Melgar Bravo
Armando Ríos Piter
Mely Romero Celis
Fernando Enrique Mayans Canabal
Mexican Senators.

Dear Senators,

I write to you on behalf of the World Obesity Federation Policy and Prevention Section and urge you to maintain and preferably increase the taxes on the foods and beverages which are driving up obesity in Mexico. Indeed, Mexico was hailed as a world leader in the battle against obesity when it introduced its tax on sugar-sweetened beverages and unhealthy snack food. Many countries around the world were looking to follow Mexico's lead and put the public's health ahead of the profits for the soda and processed food companies. This measure is particularly important for reducing childhood obesity and is a core recommendation of WHO's Commission on Ending Childhood Obesity.

The public health gains for the Mexican people and the political leadership you have shown to the world are now under threat. If the Government cannot withstand the pressure from the multinational companies and its pioneering public health policies are reversed, it will leave a terrible legacy of ill-health and governance-by-money for the people of Mexico.

World Obesity urges you and your government to maintain the hard-won taxes on sugary drinks and unhealthy food products and look to increasing them in the future to 20% for even greater health gains.

Yours sincerely,



Professor Boyd Swinburn

Chair, Policy and Prevention
World Obesity Federation