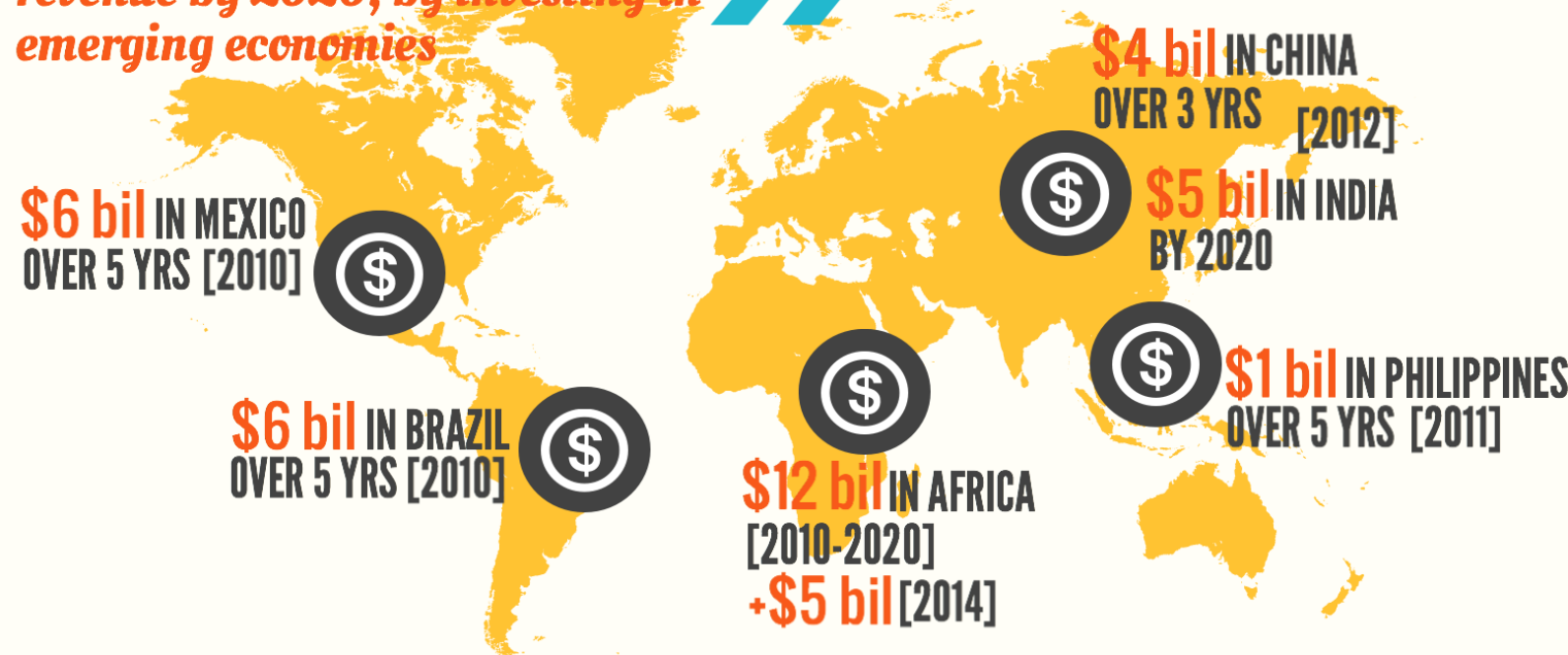


COCA-COLA INDUSTRY PRACTICES IMPLICATIONS FOR GLOBAL HEALTH

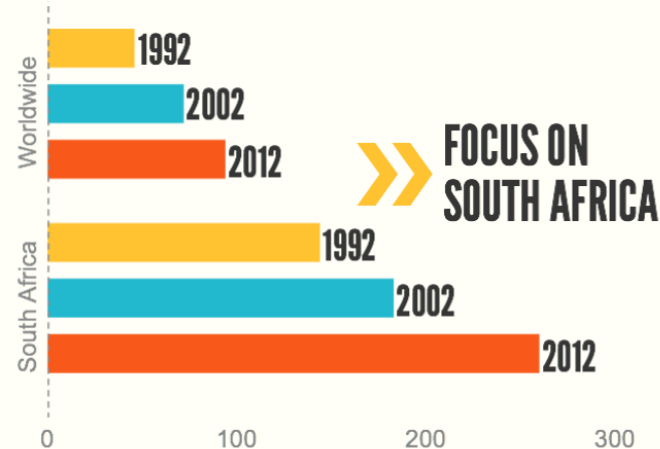
Coca-Cola hopes to double their revenue by 2020, by investing in emerging economies



COKE HAS PLEDGED TO INVEST...



PER CAPITA CONSUMPTION OF 8 oz COCA-COLA PRODUCTS: WORLDWIDE vs. SOUTH AFRICA



Coca-Cola holds **51.3%** of int'l carbonated beverage market share

Global Consumption

FOCUS ON INDIA

India is Coca-Cola's **6th** largest market by vol sales and Coca-Cola has **56%** of India's soft drink market share



Global Health Crisis

SOUTH AFRICA... has almost **2x** the avg global obesity rate, is the world's **3rd** heaviest nation, & has high rates of overweight in children, about: **1 in 4** girls + **1 in 5** boys

[2006] Coca-Cola beverages found to contain levels of pesticides far exceeding nat'l + int'l standards

In developing countries, the number of obese or overweight people rose from **250 million** to almost **1 billion** in less than **3** decades

Recommendations for Change

Create opportunities for healthy products to enter the growing int'l market

Encourage countries to establish stricter advertising/marketing regulations

Call on food/bev companies to reduce cals, sugar, fat, and salt in their foods sold in all countries

1. Obesity: Africa's new crisis. The Guardian. Sept 2014. <http://www.theguardian.com/society/2014/sep/21/obesity-africas-new-crisis> 2. India overtakes Germany as Coca-Cola's sixth largest market. The Economic Times. July 2014. http://articles.economictimes.indiatimes.com/2014-07-04/news/51076433_1_pepsico-india-coca-cola-india-fanta 3. Coca-cola to spend \$30 billion to grow globally. The Atlanta Journal-Constitution. Sept 2012. http://www.ajc.com/news/business/coca-cola-to-spend-30-billion-to-grow-globally/nR6YS/?_federated=1 4. Coca-cola to invest \$5 billion in Africa with partners. Bloomberg. Aug 2014. <http://www.bloomberg.com/news/2014-08-05/coca-cola-to-invest-5-billion-in-africa-with-partners.html> 5. Coca-Cola Company Annual Review: 2012. Per Capita Consumption of Company Beverage Products. <http://www.coca-colacompany.com/annual-review/2012/pdf/2012-per-capita-consumption.pdf> 6. Basu et al. Relationship of soft drink consumption to global overweight, obesity, and diabetes: A cross-national analysis of 75 countries. American Journal of Public Health. November 2013; 103(11). 7. Analysis of Pesticide Residues in Soft Drinks. Centre for Science and Environment. Aug 2006. <http://www.indiaenvironmentportal.org.in/files/labreport2006.pdf>