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[Keeping Schools Commercial-Free]

URGING THE SAN FRANCISCO BOARD OF EDUCATION AND SCHOOL DISTRICT TO CEASE ALL NEGOTIATIONS FOR EXCLUSIVE BEVERAGE CONTRACTS AND TO CONTINUE TO SUPPORT COMMERCIAL-FREE EDUCATIONAL SETTINGS.

WHEREAS, San Francisco Unified School District (SFUSD) has adopted a resolution entitled the Commercial-Free Schools Act (resolution #95-26A6) which states: "SFUSD will enter no agreements with vendors to purchase exclusive district-wide access to student customers for soft drinks or snack foods purchased by students in school as such arrangements may imply that the school endorses those products;" and,

WHEREAS, Soda and other sugary and caffeinated beverages are known to be harmful to the health of the general public, especially youth, by increasing the risk of osteoporosis, diabetes, tooth decay, heart disease, obesity, and kidney stones; and,

WHEREAS, Many medical and education experts are concerned about the effects of high sugar and caffeine intake upon learning ability and attention span of youth; and,

WHEREAS, DD Marketing, a firm that profits from the commercialization of schools through soda promotion and other binding marketing contracts, has been negotiating a promotional beverage contract with the Pepsi Bottling Group and some SFUSD staff; and,

Supervisor Katz, Bierman, Yee, Ammiano, Leno, Newsom

1           WHEREAS, DD Marketing and other proponents of the Pepsi contract  
2 have proposed that the contract would be allowable because it would not affect  
3 campuses which serve only kindergarten through fifth grade, and is thus not  
4 district-wide; and,

5           WHEREAS, SFUSD's policy also states that the district "supports  
6 commercial-free educational settings;" now, therefore, be it

7           RESOLVED, That the San Francisco Board of Supervisors urges SFUSD to  
8 stand by its already existing policy, and dismiss this proposed exclusive Pepsi  
9 contract, which if signed would affect every student who graduates from the  
10 district and would put soda machines on campuses which house kindergarten  
11 through eighth grade; and be it

12          FURTHER RESOLVED, That the Board of Supervisors urges SFUSD to  
13 discontinue negotiations with the Pepsi Bottling Group, and with DD Marketing  
14 and further urges that SFUSD not renew any contracts with consultants that seek  
15 to violate the spirit of the Commercial-Free Schools Act; and be it

16          FURTHER RESOLVED, That the Board of Supervisors encourages SFUSD  
17 to investigate non-commercial beverage vending options; and be it

18          FURTHER RESOLVED, That the San Francisco Board of Supervisors  
19 applauds SFUSD's Commercial-Free Schools Act as an important first step  
20 towards ridding the schools of unnecessary advertising, and encourages the  
21 District to continue to pursue strong policies that prevent the commercial  
22 manipulation of San Francisco's schools.

23  
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25  
Supervisor Katz



City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

Tails  
Resolution

File Number: 000494

Date Passed:

Resolution urging the San Francisco Board of Education and School District to cease all negotiations for exclusive beverage contracts and to continue to support commercial-free educational settings.

March 27, 2000 Board of Supervisors — ADOPTED

Ayes: 8 - Ammiano, Becerril, Brown, Katz, Kaufman, Leno, Teng, Yaki

Absent: 3 - Bierman, Newsom, Yee

File No. 000494

I hereby certify that the foregoing Resolution was ADOPTED on March 27, 2000 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young  
Clerk of the Board

APR - 7 2000

Date Approved

Mayor Willie L. Brown Jr.