

Profit Over Justice

***Why PepsiCo
Pouring Rights
Violate UC Berkeley's
Campus Values***

ASUC Department of Unsustainable Partnerships
POUR OUT PEPSI



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EXECUTIVE SUMMARY





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EXECUTIVE SUMMARY

The Department of Unsustainable Partnerships has gained the support of hundreds of students and numerous campus organizations in solidarity against the renewal of UC Berkeley's contract with PepsiCo. The contract, which gives PepsiCo exclusive pouring rights on the UC Berkeley campus, has proven to be unsustainable due to the corporation's malpractices and needs to be replaced with new, greener options.

This corporation claims to be moving towards greener packaging, but these efforts have little impact on the overall sustainability of its practices. With its heavy reliance on plastic to distribute its products, PepsiCo is one of the largest plastic polluters in the world. Its governmental partnerships in the palm oil industry have ravaged rainforests across several continents and taken land from indigenous people.

The presence of PepsiCo in the Berkeley community ushers in dire concerns on many fronts, including but not limited to climate change, water use, and plastic waste pollution. Additionally, students on the Berkeley campus are confronted with problems of health inequality and food insecurity brought on by the lack of options provided to them through the PepsiCo contract.

UC Berkeley claims to be a leader in sustainability, but this affiliation has proven to be detrimental to those who utilize the campus' resources. Thus, the ASUC Department of Unsustainable Partnerships and the university's student body are calling on campus leaders to urgently reconsider the university's partnership with PepsiCo and to no longer further the campus' contract with this ruinous corporation.

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INTRODUCTION



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The ASUC Department of Unsustainable Partnerships aims to investigate UC Berkeley's partnerships with companies and organizations that are detrimental to the health of the campus community and the greater society and advocate for their disaffiliation. The primary partnership this report will analyze is between PepsiCo and UC Berkeley.

This report is divided into four separate sections – Environmental Sustainability, Food Insecurity, PepsiCo and Politics, and Public Health – to demonstrate the negative externalities PepsiCo produces and why UC Berkeley must end its pouring rights contract to uphold the values it enforces its students and faculty to uphold as well.

This department – with the support of 372 students and a handful of campus organizations – demands the university cut ties with a company that does not reflect student values in community health, sustainability, and environmental justice. We're actively working to secure healthier and financially feasible alternatives to replace the products stocked by PepsiCo. The department's research aims to counter corporate greenwashing and hold institutions accountable for the negative health and environmental outcomes they produce.

Given financial and time constraints due to the pandemic, the Working Group was unable to formulate feasible alternatives during this time. With our efforts to present the information on behalf of student demands, the Beverage Working Group moved forward with the two year extension, ignoring student concerns by not fully terminating the contract.

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Therefore, we call on the next Beverage Working Group, or other entity in charge of overseeing UC Berkeley's Beverage contracts, to take proactive steps towards a future without Big Soda.

We advise the next Working Group to move forward with an alternative contract at the end of the amendment period and address the following:

1. Strong commitments to achieving and pushing forward UC sustainability and nutrition guidelines, goals, and principles following and going beyond the UC Berkeley Food and Beverage Choices (FBC) Policy and a Healthy Beverage Initiative
2. A contract informed by the values of health, sustainability, and equity
3. Seek partnerships beyond Big Soda led by campus values to ensure that Berkeley will continue to be a leader in the food justice space
4. The Beverage Working Group to meet at least twice a month in order to adequately and thoroughly explore all possible alternatives (1. As-is contract extension, 2. Extension with amendments, 3. New RFP (request for proposals) for campus-wide beverage relationship, 4. Multiple partnerships, no RFP for campus-wide beverage relationship), with an emphasis on alternatives 3 and 4, given the Beverage Working Group's consensus that UC Berkeley's current pouring rights contract does not align with our campus values

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5. Expand the Beverage Working Group membership beyond current campus stakeholders to aid in the development of viable beverage contract alternatives, such as those with expertise in financial models, beverage contracts, etc.
6. Increase transparency for undergraduate and graduate students by creating more opportunities for input and involvement in the decision making process, ensuring their concerns are listened to and addressed, given that they are the largest group of consumers on campus
7. Consider recording Beverage Working Group meetings, making the recordings and meeting notes available online, as well as holding time for public comment (either during a meeting or via email) prior to voting processes

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ENVIRONMENTAL SUSTAINABILITY



ENVIRONMENTAL SUSTAINABILITY

As the world scrabbles to enact meaningful environmental policies, their eyes frequently look to UC Berkeley to lead the way towards environmental sustainability. With an abundance of accolades, UC Berkeley has set the standard for green campuses across the globe and holds a valuable reputation in the environmental community. Sierra Club named UC Berkeley the 13th greenest university, despite the challenges posed by the COVID-19, and continues to be a top university in the world for environment-related studies, such as Environmental Science.¹ These achievements, however pioneering, are significantly undermined with the continuance of the PepsiCo pouring rights contract. After numerous years of campus waste diversion efforts and countless faculty working on climate change-related research, a renewal of the contract would be a disservice to our students and staff—limiting their ability to make decisions that align with campus values.

Plastic Waste & Pollution

Each year, PepsiCo produces about an estimated 2.3 million metric tons of plastic waste, making it the third-largest plastic polluter in the world.² Plastic waste has a devastating global impact as it threatens aquatic ecosystems, marine organisms, human health.³ But plastic waste is both a global crisis and a local issue. Plastic litter can be seen all over campus, including Strawberry Creek. Through our university partnership with PepsiCo, UC Berkeley not only appears to condone PepsiCo's actions but has directly contributed to these disastrous social and environmental outcomes.

1. Sierra Club. "The Top 20 Coolest Schools 2020," September 17, 2020. <https://www.sierraclub.org/sierra/cool-schools-2020/top-20-coolest-schools-2020>

2. "Global Brand Audit Report 2019 Volume II." Break Free From Plastic. <https://www.breakfreefromplastic.org/globalbrandauditreport2019/>.

3. Chae, Yooeun, and Youn-Joo An. "Effects of Micro- and Nanoplastics on Aquatic Ecosystems: Current Research Trends and Perspectives." *Marine Pollution Bulletin, Special Issue: Hong Kong Conference 2016*, 124, no. 2 (November 30, 2017): 624–32. <https://doi.org/10.1016/j.marpolbul.2017.01.070>.

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“As of May 2020, UC Berkeley technically divested from fossil fuels, after years of student activism.⁵ But, are we truly divested if our campus is directly supporting a company that is so deeply entrenched in the fossil fuel economy?”

In 2013, UC Berkeley announced the goal of achieving ‘zero waste’ by 2020. But zero waste is not just an initiative driven by the administration. One of the most popular student-run DeCals covers the topic of zero waste, demonstrating that students want to reduce their impact too. However, when all on-campus options are PepsiCo products packaged in plastic, choosing plastic-free food options is extremely difficult and only accessible to students who don’t rely on-campus resources. This is incredibly disempowering for a student body that holds such strong environmental values.

Further, plastic is a fossil-fuel-derived material, using a significant portion of global fossil fuel consumption.⁴ As of May 2020, UC Berkeley technically divested from fossil fuels, after years of student activism.⁵ But, are we truly divested if our campus is directly supporting a company that is so deeply entrenched in the fossil fuel economy? Continuing our partnership with PepsiCo means that Berkeley will continue to contribute to anthropogenic warming through the consumption of plastics, and consequently, fossil fuels.⁶

New packaging “Efforts”

In the past few years, PepsiCo has announced 3 new supposed initiatives for the future of their packaging.

4. Center for International Environmental Law. “Fueling Plastics: Series Examines Deep Linkages between the Fossil Fuels and Plastics Industries, and the Products They Produce.” <https://www.ciel.org/reports/fuelingplastics/>.

5. Ivar Laanen, “Pledge Completed: UC Berkeley Has Now Fully Divested from Fossil Fuels,” The Optimist Daily, May 21, 2020, <https://www.optimistdaily.com/2020/05/pledge-completed-uc-berkeley-has-now-fully-divested-from-fossil-fuels/>.

6. “How Plastics Are Made.” American Chemistry Association. <https://plastics.americanchemistry.com/How-Plastics-Are-Made/>.

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They released intentions to develop and implement plastic-free packaging alternatives for their products, such as compostable chip bags made of “bio-based flex film” to replace plastic bags.⁷ While this may seem like a promising plastic-free alternative, composting bioplastic bags requires industrial composting facilities. Public access to industrial composting facilities is extremely limited, and this means that a majority of this packaging will *still end up in landfills*. Further, studies show that bioplastics are by no means a ‘sustainable’ packaging alternative – they necessitate significantly more water and land than traditional plastics and emit roughly the same volume of greenhouse gas throughout the production process.⁸

This new form of packaging demonstrates PepsiCo’s inability of actually making substantial changes in their environmental impact and is simply an attempt by the brand to maintain relevance as the market becomes increasingly geared towards ‘sustainability.’

Studies show that bioplastics are not a viable packaging alternative in the long-term, especially not on the large-scale that PepsiCo’s production necessitates.⁹ Bioplastics leach toxic chemicals into the environment as they decompose, having adverse effects on both human and ecological health. Despite PepsiCo’s shallow attempt to transition away from plastic, with a continued contract, Berkeley will remain complicit in the social and environmental degradation caused by PepsiCo’s single-use packaging.



7. New Plastics Economy (en-GB). “Global Commitment.” <https://www.newplasticseconomy.org/projects/global-commitment>.

8. “Brizga, Janis, Klaus Hubacek, and Kuishuang Feng. “The Unintended Side Effects of Bioplastics: Carbon, Land, and Water Footprints.” *One Earth* 3, no. 1 (July 24, 2020): 45–53. <https://doi.org/10.1016/j.oneear.2020.06.016>.

9. “Talking Trash – The Corporate Playbook of False Solutions to the Plastic Crisis.” Changing Markets Foundation, September 2020. https://talking-trash.com/wp-content/uploads/2020/09/TalkingTrash_FullReport.pdf.

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The second exhibition of this issue is PepsiCo's recent plans to implement paper bottles made from "sustainably-sourced wood pulp" by 2021.¹⁰ This is alarming because of PepsiCo's history of contributing to severe deforestation, especially through its long-term partnership with IndoFoods and as a top purchaser of palm oil.¹¹ PepsiCo's announcement fails to mention what sourcing certifications or "sustainable sourcing" methods PepsiCo plans to use – demonstrating a complete lack of accountability or transparency in their new packaging process. Forests are incredibly important for carbon sequestration, and while this new packaging proposal is a plastic-alternative, the scale at which PepsiCo would need to use wood-pulp could very well exacerbate deforestation and displacement of people globally.

As a signatory to the New Plastics Economy Global Commitment, PepsiCo announced that it seeks to use 25% recycled plastic in its packaging, and have all packaging be recyclable, reusable or compostable by 2025. Their plastic packaging will still use 75% virgin plastic, and even then, only approximately 9% of plastic waste is ever successfully recycled. Plastic waste that is recycled successfully has a limited lifespan, as the quality of plastic deteriorates each time it is recycled and most plastics will inevitably end up in landfills or as pollution.¹²

Despite UC Berkeley's goal of reaching 'zero-waste' by 2020, only ~54% of our campus' waste stream has been diverted from landfills. Even still, recycling is clearly not a viable solution to mitigate plastic waste and pollution long-term. If UC Berkeley continues a contract with PepsiCo, the university will be bound in this failing system of waste management and will be barred from ever reaching truly zero waste.

10. PepsiCo, Inc. Official Website. "PepsiCo Partners to Design Recyclable Paper Bottles."
<http://www.pepsico.com/news/story/pepsico-partners-to-design-recyclable-paper-bottles>.

11. "The Human Cost of Conflict Palm Oil: PepsiCo's Hidden Link to Worker Exploitation." Rainforest Action Network, June 2018.

https://www.ran.org/wpcontent/uploads/rainforestactionnetwork/pages/15889/attachments/original/1467043668/The_Human_Cost_of_Conflict_Palm_Oil_RAN.pdf?1467043668.

12. Geyer, Roland, Jenna Jambeck, and Kara Law. "Production, Use, and Fate of All Plastics Ever Made." *Science Advances* 3 (July 1, 2017): e1700782. <https://doi.org/10.1126/sciadv.1700782>.

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Further, all three of these promises are non-binding – there are no measures in place that will hold PepsiCo to these claims and no evidence of past actions that demonstrate PepsiCo will uphold said promises. Although they've published written commitments advocating for plastic reduction, such as the signing of the New Plastics Economy Global Commitment in 2018, PepsiCo failed to report how much plastic waste they produced, demonstrating an utter lack of transparency and willingness to be held accountable for their voluntary commitments to reduce waste. Further, PepsiCo has made zero efforts to take responsibility for the environmental repercussions of their impact, nor have they made any public commitments to reconcile their past actions. There is a significant difference between PepsiCo announcing they are creating structural changes to their sustainability practices (or lack thereof) and actually following through with these changes – their past actions and continued apathy are only evidence that we, as the campus community, cannot rely on PepsiCo to adhere to such false promises. This directly contradicts Berkeley's supposed internal values – the Chancellor's Advisory Committee on Sustainability claims that UC Berkeley seeks to “Instill a culture of sustainable long-range planning and forward-thinking design.”¹³ PepsiCo's “packaging efforts” are not a long-term approach to sustainability, but rather a short-term failure to create substantial changes to the systems of consumption that are causing such drastic environmental impacts.

Climate Change Response

On September 17, 2019, the University of California announced the the UC schools would be joining over 7,000 higher education organizations in the fight against the climate crisis.¹⁴

13. “Welcome to the Chancellor's Advisory Committee on Sustainability.” CACS | Sustainability & Carbon Solutions. Accessed October 31, 2020. <https://sustainability.berkeley.edu/office-sustainability/cacs>.

14. Berkeley News, Anne Brice, and Irene Yi. “Berkeley's Student-Led Climate Strike: 'Let's Demand Climate Action'.” Berkeley News, September 25, 2019. <https://news.berkeley.edu/2019/09/20/climate-strike/>

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The letter urges signatories to be agents of change in the fight against climate change stating, “As institutions and networks of higher and further education from across the world, we collectively declare a Climate Emergency in recognition of the need for a drastic societal shift to combat the growing threat of climate change.”¹⁵

While signing on to a letter is an important step in the right direction, it is nowhere near the audacious action students are demanding from the University. The onset of climate change and its predicted impacts require UC Berkeley to take accountability and support sustainable businesses. As a perpetuator of unsustainable practices, a pouring rights contract renewal with PepsiCo directly contradicts UC Berkeley’s stance on climate action.¹⁶

Water Scarcity

A key component of PepsiCo’s business model is the use of contract farming. Contract farming can best be understood as a production agreement between small farmers and transnational corporations for a given crop.¹⁷ Since 1989, PepsiCo has held potato, rice, and wheat contracts with farmers in the rural areas of Punjab, India where farmers are incentivized to meet high production and quality standards.^{18,19}

“ The onset of climate change and its predicted impacts requires UC Berkeley to take accountability and support sustainable businesses. As a perpetuator of unsustainable practices, a pouring rights contract renewal with PepsiCo directly contradicts UC Berkeley’s stance on climate action.”¹⁶

15. Global Climate Letter for Universities and Colleges.

16. “PepsiCo, Inc.” Climate Action 100+, October 31, 2020.

17. Schewe, Rebecca L., and Diana Stuart. “Why Don’t They Just Change? Contract Farming, Informational Influence, and Barriers to Agricultural Climate Change Mitigation.” *Rural Sociology* 82, no. 2 (2016): 226–62.

18. Bhatia, Nishchint. “How PepsiCo and Farmers Are Working Together to Transform Indian Agriculture.” PepsiCo, Inc. Official Website, September 23, 2019.

19. Dutta, Aloy, Dr. Avijan Dutta, and Dr. Suchismitaa Sengupta. “A Case Study of Pepsico Contract Farming For Potatoes.” *IOSR Journal of Business and Management* 18 (2016): 75-85.

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Studies into Punjabi contract farming have repeatedly highlighted the ecological impacts from lack of crop diversity, including “chronic groundwater depletion” throughout the state²⁰. A 2017 Water and Agriculture in India study showed reported significant water insecurity within the country: “Nearly 40% of water demand in urban India is met by ground water. As a result groundwater tables in most cities are falling at [an] alarming rate of 2-3 meters per year. [...] Indian agriculture accounts for 90% water use due to fast track groundwater depletion and poor irrigation systems.”²¹

In its effort to industrialize and globalize, the Indian economy has heavily relied on companies like PepsiCo and has not forced them to rigorously comply with environmental protection initiatives—driving the climate crisis in areas already experiencing depletion and heightened resource demand.²² It is up to UC Berkeley to recognize the unsustainable exploitation of natural resources as opposed to contributing to the demand for PepsiCo’s goods.

PepsiCo is aware of the vulnerability of poor rural farmers and the reality of their continued exploitation of developing economies; however, they have failed to emphasize the importance of sustainable agriculture in light of the climate crisis. Instead, the corporation has continued to usurp natural resources in several developing countries and rural areas. PepsiCo has also been an active player in Latin America, exacerbating water scarcity despite the area already experiencing increased droughts.²³

20. Sidhu, Surjit S. “Economics of Technical Change in Wheat Production in the Indian Punjab.” *American Journal of Agricultural Economics* 56, no. 2 (1974): 217–26. <https://doi.org/10.2307/1238749>.

21. Dhawan, Dr. Vibha. “Water and Agriculture in India.” Background paper for the South Asia expert panel during the Global Forum for Food and Agriculture (GFFA) 2017. Accessed on October, 31, 2020.

22. Bhan, Manjyot. “Environmental Management of Multinational Corporations in India: The Case of PepsiCo.” *The Sustainability Review*. *The Sustainability Review*, January 1, 2018.

<https://www.thesustainabilityreview.org/articles/environmental-management-of-multinational-corporations-in-india-the-case-of-pepsico>.

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In response to the criticisms PepsiCo faced in terms of their lack of climate change action, the corporation pledged to broadly “restore and protect a handful of watersheds in Latin American countries in which it operates, including Mexico, Brazil, Colombia and Guatemala.”²⁴ While the company’s green initiative may appear sustainable in theory, the reality exposes the green-washed nature of these sustainability claims.

As an outspoken proponent of protecting the environment, UC Berkeley has an obligation to not just its students, but the Earth itself to stop supporting businesses with a clear allegiance to the exploitation of natural resources and exacerbation of pollution. The world-renowned Rausser College of Natural Resources made a promise on behalf of the University “both to protect the Earth’s natural resources and ensure economic and ecological sustainability for future generations.”²⁵ Assigning new pouring rights to a more environmentally sustainable provider presents our campus with a unique opportunity to follow through on these promises and support the environment. It is time that our campus began making decisions that affirm the students’ and researchers’ positions on protecting the Earth instead of putting minimal profits over the people it is supposedly acting on behalf of. Continuing a university partnership with PepsiCo communicates that UC Berkeley is willing to standby PepsiCo’s past, current, and future actions – including their tumultuous environmental impact. This impact is a direct contradiction with UC Berkeley’s supposed values of environmental sustainability and equity. Ending the Pouring Rights Contract with PepsiCo will hold UC Berkeley accountable for the future we wish to see, allowing both students and the University to use their purchasing power for good.

23. Harvey, Chelsea. “Climate Change Could Triple Amazon Drought, Study Finds.” The Washington Post. WP Company, April 29, 2019. <https://www.washingtonpost.com/news/energy-environment/wp/2015/10/12/climate-change-could-triple-amazon-drought-study-finds/>.

24. Moodie, Alison. “PepsiCo Takes on Coca-Cola with Latin American Water Plan.” The Guardian. Guardian News and Media, December 22, 2016. <https://www.theguardian.com/sustainable-business/2016/dec/22/pepsico-challenges-coca-cola-with-latin-america-water-plan>

25. “About.” UC Berkeley Rausser College of Natural Resources. <https://nature.berkeley.edu/about>.

4

FOOD INSECURITY



FOOD INSECURITY

PepsiCo has historically benefited off of those suffering from food insecurity by selling unhealthy products at a lower price point to groups with lower incomes. College students, especially, are taken advantage of by major corporations like PepsiCo, and the university must protect its food insecure students from making dangerous decisions that will drastically impact their long-term health.

Food Insecurity Defined

“Historically, hunger and malnourishment have been invisibilized, but we’ve come together as a campus to say we can’t accept that reality.”²⁶

Ruben Canedo, the Director of Strategic Equity Initiatives at UC Berkeley and one of the “20 Food Leaders Under 40,” defined one of the most prominent issues seen on college campuses throughout the nation – food insecurity.

This growing issue has become a reality for students without them even realizing the prevalence of it in their daily lives. Food insecurity is “the disruption of food intake or eating patterns because of lack of money and other resources.”²⁷ Those who are food insecure are more likely to suffer from chronic diseases, ranging from type 2 diabetes, high blood pressure, heart disease, and obesity.²⁸ Because these illnesses are a long-term response to a continuous problem, younger generations, particularly students, are uneducated on the effects of food insecurity on their present-day bodies.

26. Gretchen Kell, “Campus Partnership Builds Safety Net for Hungry Students,” Berkeley News, May 13, 2015, <https://news.berkeley.edu/2015/05/13/campus-partnership-builds-safety-net-for-hungry-students/>.

27. “Importance of Nutrition on Health in America | Feeding America,” <https://www.feedingamerica.org/hunger-in-america/impact-of-hunger/hunger-and-nutrition>.

28. “Importance of Nutrition on Health in America | Feeding America.”

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Hunger weakens college students' immune systems, which increases the number of sick days taken during school. Anxiety is heightened due to food worries, and the inability to concentrate while studying or in class becomes a common reality. Social outings often revolve around food, meaning students are less likely to socialize as food insecurity hinders their opportunities to interact with others, which could lead to psychological and behavioral-health issues. All of these issues become interconnected and change the students' state of mind and body.

According to Karen Gee, a health educator and coach at Berkeley for 30 years, “Not a single student I’ve ever seen has said, ‘I’m broke, and I can’t afford food.’ Most begin by talking about their fatigue, lack of concentration, or repeated illnesses.’ ‘It wasn’t until I started asking about various aspects of their lifestyle that they would share with me that they were food insecure, or just plain hungry. They had been suffering in silence due to stigma around hunger, especially as college students.’”²⁹

University students cannot protect themselves from a problem that they do not know about. It’s not only about access to food – it’s about access to nutritious food. The food students eat on a daily basis will strongly impact their cognitive development and performance, emphasizing the importance for an educational environment with healthy food and beverage options.

UC Berkeley's Food Insecurity Problem

UC Berkeley has committed to fighting food insecurity by providing numerous resources to help students, such as the Food Assistance Program, financial aid, Financial Success Peer-to-Peer workshops, and the UC Berkeley Food Pantry.³⁰ While these efforts represent the positive impact of a university in touch with its students, it doesn’t eliminate the problems among the student body.

29. Kell, “Campus Partnership Builds Safety Net for Hungry Students.”

30. “Food Resources | Financial Aid and Scholarships | UC Berkeley,” <https://financialaid.berkeley.edu/food-resources>.

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According to a study conducted by the Chancellor's Housing Task Force, 39% undergraduates and 23% of graduate students experience food insecurity. 10% of UC Berkeley students deal with homelessness or housing insecurity.³¹ This means that nearly 14,000 students are food insecure, and almost 4,000 are housing insecure. Underrepresented minorities, LGBTQ+, and independent students made up 74% of those who were food insecure. The 2016 UC Food Access & Security Study confirmed these views on a statewide level by discovering 48% of undergraduates and 25% of graduate students across the UC System were food insecure.³²

UC Berkeley has a responsibility to support students facing these challenges, and it's not enough to provide students with financial assistance when food insecurity is such an intersectional issue. There must be systemic solutions to ending hunger and malnutrition, and the university's partnerships for food and beverage options on campus can completely alter the diets of students suffering from these ongoing issues.

PepsiCo and Food Insecurity

By only providing students with PepsiCo's unhealthy sugar-sweetened beverages, the university exacerbates the impacts of these products' negative health effects on our most vulnerable campus populations.

UC Berkeley's beverage provider has large implications for the entire campus community. In a typical year, roughly 65,000 people purchase food and drinks from UC Berkeley's campus a day.³³ By providing community members with PepsiCo sugar-sweetened beverages (SSBs), UC Berkeley is exacerbating health inequalities and epidemics caused by sugary drinks in the American diet.

31. Meg Pier, "UC Berkeley Basic Needs Today," Berkeley Food Institute, December 12, 2018, <https://food.berkeley.edu/from-the-field/uc-berkeley-basic-needs-today/>.

32. "UC Global Food Initiative: Food and Housing Security at the University of California," December 2017, 66.

33. Berkeley Food Institute. "Coalition for Healthy Campus Food and Beverages - Berkeley Food Institute." <https://food.berkeley.edu/foodscape/service-units/coalition-for-healthy-campus-food-and-beverages/>.

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Instead of supporting local businesses, encouraging students to carry reusable water bottles, or critiquing sugary sodas, we are forcing our campus community to buy these products because they are the only available options. These sugary beverages are the largest source of sugar in the typical American diet, and they're the leading cause of obesity.³⁴ When a freshman goes to grab dinner at a UC Berkeley dining hall, they are met with a variety of PepsiCo drink options filled with preservatives and added sugars. Even when they think they are making the healthy choice of purchasing a green smoothie from Naked Juice in a campus cafe, they are ingesting 53 grams of sugar.³⁵ There are 41 grams of sugar in a Pepsi soda.³⁶ Many communities including students, teachers, grad students, and Berkeley community members depend on our campus resources. So why does the university push these unhealthy products into our community? Why does the administration force community members to ingest added sugars that have been proven to cause obesity and other health epidemics? Why are these unhealthy products the only choices we have? Does UC Berkeley want a healthy campus community, or do they want to profit off of the food insecurity crisis?

PepsiCo's Impact on Students' Daily Lives

For many of our students, they are unable to seek healthier beverages or options off-campus. In a 2016-2017 survey that was led by the UC Berkeley Basic Needs Security Committee, they found that “more than half of campus students who received support from a food, housing or financial service identified as experiencing ‘very low food security.’”³⁷ When the only food and beverage options that the campus provides are filled with preservatives and sweeteners, the administrators are pushing these negative health effects disproportionately onto our community of lower-income students.

34. “Coalition for Healthy Campus Food and Beverages - Berkeley Food Institute.”

35. Naked Juice. “Green Machine.” <https://www.nakedjuice.com/our-products/green-machine/>.

36. “The Facts About Your Favorite Beverages (U.S.) | Product.”

https://www.pepsicobeveragefacts.com/Home/Product?formula=35005*26*01-01&form=RTD&size=12.

37. Mallika Seshadri, “Food Insecurity Exacerbated by UC Berkeley Meal Plans.” May 3rd, 2019.

<https://www.dailycal.org/2019/05/03/the-prevalence-is-dishonorable-food-insecurity-exacerbated-by-uc-berkeley-meal-plans/>

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In addition, the study found that “first-generation college students self-reported the highest rates of food insecurity.”³⁸ Why is UC Berkeley forcing students who depend on campus resources to drink unhealthy sugary beverages?

In 2018-2019, UC Berkeley shifted their meal plans from meal points to meal swipes.³⁹ Due to this shift, more students were forced to buy food and drinks at campus cafes and eateries. Due to the University’s contract with PepsiCo, the only options were unhealthy beverages. Because PepsiCo products are the cheapest and most accessible options, the University continues to push sugar and preservatives towards the most vulnerable members of our campus community. This is especially applicable for those who lack the resources to purchase food outside of their campus meal plans and flex dollars.

This relationship the University maintains with PepsiCo begs the questions of: Who is forced to purchase these beverages? Which communities disproportionately experience the negative health effects of these products?

If the University chose to end its contract with PepsiCo, dining halls, cafes, and restaurants would be able to provide students with an affordable, accessible, *and* healthy selection of food and beverages.

“Because PepsiCo products are the cheapest and most accessible options, the University continues to push sugar and preservatives towards the most vulnerable members of our campus community.”



38. Seshadri, “Food Insecurity Exacerbated by UC Berkeley Meal Plans.”

39. Seshadri, “Food Insecurity Exacerbated by UC Berkeley Meal Plans.”

5

PEPSICO AND POLITICS



PEPSICO AND POLITICS

One of the University's Principles of Community are, "We believe that active participation and leadership in addressing the most pressing issues facing our local and global communities are central to our educational mission." In the case of our local food justice movement, the university has the opportunity to address the over dependence on sugary drinks by ending our contract with PepsiCo. After all, PepsiCo is a company led by individuals actively supporting organizations whose main goal is to attack soda taxes that improve public health. They trade profit for their customers' health, which they claim to serve.

Fortunately, Berkeley, like many times before, has imposed policies with the public's well being as a priority. This is why Berkeley became the first city in the United States to impose a tax on soda.⁴⁰ Passing the measure in 2014, even when there was a multi-million dollar campaign running in opposition. Berkeley, set an example for other cities to follow, and it was the first city that succeeded when many others failed.

The American Beverage Association

The campaign opposing the tax was primarily funded by the American Beverage Association (a front for Big Soda companies such as Coca-Cola, and Pepsi). They spent \$2.4 million on the city of Berkeley alone and over \$100 million dollars on similar campaigns opposing soda taxes across the country since 2009.⁴¹ The \$2.4 million is almost twice the number that PepsiCo is currently paying UC Berkeley under its current contract, which was spent in a span of mere months. This partnership is not one where both sides benefit. Continuing to work with a company like PepsiCo when they've showed how easily they spend their profits on measures attacking public health demonstrates the danger of partnering with them. UC Berkeley is receiving the lower end of the bargain.

40. Sam Frizell, "Nation's First Soda Tax Passed in California City," TIME, November 5, 2014.

41. Frances Dinkelspiel, "A Record \$3.6 Million Spent in Berkeley Campaigns," Berkeleyside, November 3, 2014.

PEPSICO AND POLITICS

The American Beverage Association (ABA) also funds other organizations that spread misinformation about soda taxes in cities around America, going as far to pay people to pretend they are protesting soda taxes.⁴² In addition, the ABA funds the Americans for Food and Beverage Choice, an organization that argued the following on their website: “Science is clear. Research and data show beverages are not driving rates of obesity – singling them out diverts us from real solutions to important health challenges.”⁴³ A clear contradiction of what multiple research papers have concluded over the years, including a paper authored by Berkeley’s own professor, Kara Manke, where she concluded that the soda tax at Berkeley is effective in driving down consumption in consumers, ultimately improving the public’s health.⁴⁴ This means that Americans for Food and Beverage Choice are interested in fighting anything that could drive down Big Soda companies’ profits, instead of addressing the root problem of the public health issues they claim to care about.

PepsiCo plays a major role in ABA by having top executive members within PepsiCo taking leadership in ABA. Here are the following individuals on ABA’s Board of Directors:

1. Jeffrey (Jeff) Honickman: Chief Executive Officer, Pepsi-Cola & National Brand Beverages, Ltd.
2. Jason Blake: Sr. Vice President, Chief Sustainability Officer, Pepsi Beverages North America
3. Paul Finney: President and Chief Executive Officer, Pepsi Bottling Ventures, LLC
4. Walter (Wally) Gross III: Sr. Vice President, On-Premise, G & J Pepsi-Cola Bottlers
5. Derek Lewis: South Division President, PepsiCo Beverages North America

42. David Wright, Jackie Jesko, and Lauren Efron, “This Protest Rally Is Brought to You by Big Soda,” ABC News, November 3, 2014, <https://abcnews.go.com/US/protest-rally-brought-big-soda/story?id=26664314>.

43. “Check the Facts,” Americans for Food + Beverage Choice (blog), n.d.

44. Kara Manke, “Three Years into Soda Tax, Sugary Drink Consumption down More than 50 Percent in Berkeley,” Berkeley News, February 21, 2019, <https://news-berkeley-edu.libproxy.berkeley.edu/2019/02/21/three-years-into-soda-tax-sugary-drink-consumption-down-more-than-50-percent-in-berkeley/>.

PEPSICO AND POLITICS

PepsiCo also funded Pennsylvania Beverage Association, a branch under the ABA, where millions of dollars were spent to oppose a soda tax, just like the one they tried to attack in Berkeley. The money spent on influencing voters was meant to impact “everything from print advertisements and social media ads to in-person meetings with community groups, which depict the tax as a job killer.”⁴⁵ The money was used to trick the public into sacrificing their own health for the sake of corporate profits. ABA also funded research that negatively portrayed the soda tax in Philadelphia as ineffective.⁴⁶ The group that published the research, Oxford Economics, received a \$235,000 donation (almost 20% of the \$1.3 million under UC Berkeley’s current contract with PepsiCo) directly from Pepsi Foundation around the same time when the paper was published. The money that UC Berkeley provides to PepsiCo should not be directed towards initiatives that signify the opposite of campus values.⁴⁷

The Michigan Soft Drink Association

Another example of this misuse of profits is through the company's cooperation with the Michigan Soft Drink Association, an organization representing PepsiCo, which called the soda tax a “discriminatory” and “regressive” tax in an effort to dissuade residents from supporting the tax.⁴⁸ A section on their website addresses the topic of Childhood Obesity, where they claim that there is “no one particular food or food grouping that is the cause of obesity.”⁴⁹ Once again, they refused to acknowledge the key role that sugary drinks play in people's health, a fact that UC Berkeley’s own Dr. Kristine Madsen has focused on her research, as “persistent, longer-term reductions in SSB consumption suggest that SSB taxes are an effective policy option for jurisdictions focused on improving public health.”⁵⁰

45. Briggs, Ryan. Lobbying War Over Philly Soda Tax Still Waged by the Millions. 2019 [cited Oct 21, 2020]. Available from <https://why.org/articles/lobbying-war-over-philly-soda-tax-still-waged-by-the-millions/>

46. *The Economic Impact of Philadelphia's Beverage Tax*. 2017. London, UK: OECD

47. “Form 990-PF” (Department of the Treasury Internal Revenue Service, 2018), 990, http://990.eria.com/EINS/136163174/136163174_2018_%20.pdf.

48. Anonymous Taxes on Beverages: Discriminatory, Regressive Tax on a Made in Michigan Product. 2019 [cited Oct 2020]. Available from <http://misoftdrink.net/taxes---soft-drinks.html>

49. Anonymous Soft Drink Industry Takes a Leadership Role to Combat Childhood Obesity. 2019 [cited Oct 7, 2020]. Available from <http://misoftdrink.net/childhood-obesity.html>

50. Lee, Matthew M., et al. 2019. Sugar-Sweetened Beverage Consumption 3 Years After the Berkeley, California, Sugar-Sweetened Beverage Tax. *Am J Public Health* 109, no. 4:637-639

PEPSICO AND POLITICS

Candidate Receiving Funding from PepsiCo

However, it is not just anti-soda tax organizations that PepsiCo affiliates donate money to. Most of the Political Action Committee's top contributions are going towards political candidates, including officials like Van Taylor, John Boozman, Darin LaHood, Kevin McCarthy, Richard Hudson, Rodney Davis, and Kevin Brady. These elected officials are known to oppose the ideas justice and equity with their votes on legislation:

- Van Taylor
 - Voted YES on “An amendment numbered 102 printed in House Report 116-459 to reduce funding for the EPA Environmental programs and management to match the President's FY 21 budget request”⁵¹
 - Voted NO on “condemning performing unwanted, unnecessary medical procedures on individuals without their full, informed consent”
- John Boozman
 - Civil Rights - Voted NO on reauthorizing the Violence Against Women Act; Voted NO on prohibiting job discrimination based on sexual orientation; Voted YES on Constitutionally defining marriage as one-man-one-woman; Voted YES on Constitutional Amendment banning same-sex marriage⁵²
- Darin LaHood
 - Voted NO on the George Floyd Justice in Policing Act of 2020, a “bill that includes measures to increase accountability for law enforcement misconduct, enhance transparency & data collection, and eliminate discriminatory policing practices”⁵³
 - AGAINST same-sex marriage⁵⁴

51. Vote Record | U.S. Representative Van Taylor,” accessed April 11, 2021, <https://vantaylor.house.gov/voterecord/>.

52. [1] “John Boozman on Civil Rights,” OnTheIssues, accessed April 11, 2021, https://www.ontheissues.org/Domestic/John_Boozman_Civil_Rights.htm.

53. “H.R.7120 – 116th Congress (2019-2020): George Floyd Justice in Policing Act of 2020,” Just The Real News (blog), June 25, 2020, <https://www.justtherealnews.com/congress/h-r-7120-116th-congress-2019-2020-george-floyd-justice-in-policing-act-of-2020-2/>.

54. “Who Voted For, Against Same-Sex Marriage in Illinois,” NBC Chicago (blog), November 6, 2013, <https://www.nbcchicago.com/news/local/who-voted-for-against-same-sex-marriage-in-illinois/1939451/>.

PEPSICO AND POLITICS

- Kevin McCarthy
 - Called COVID-19 the “Chinese coronavirus” on Twitter ⁵⁵
- Richard Hudson
 - Supported the Constitutional Amendment to Protect Traditional Marriage
 - Voted NO on reauthorizing the Violence Against Women Act; Supports defining traditional marriage; Opposes same-sex marriage; Protect anti-same-sex marriage opinions as free speech ⁵⁶
- Rodney Davis
 - Voted NO on the George Floyd Justice in Policing Act of 2020
- Kevin Brady
 - Voted NO the George Floyd Justice in Policing Act
 - Voted NO on the Protecting America’s Wilderness Act, a bill that classifies specified lands in Colorado managed by the Bureau of Land Management or the Forest Service as wilderness and as components of the National Wilderness Preservation System ⁵⁷

PepsiCo is a company that prioritizes money over public health and people's rights to live. A decision shown time and time again by electing politicians that fuel the barrier impeding social justice and public health initiatives. PepsiCo continues to brush off their responsibility to take care of the lives affected by their products. But it does not have to be that way, because by opting out of the contract with PepsiCo, an example is set by the University. This way the University is clearly guided by its principle of “active participation and leadership in addressing the most pressing issues facing our local and global communities are central to our educational mission” while simultaneously adhering to the UC Healthy Beverage Initiative.

55. Nichols, Chris. The Controversy Over GOP House Leader Kevin McCarthy's ‘Chinese Coronavirus’ Tweet, Explained. 2020. Available from <https://www.capradio.org/147290>

56. “Richard Hudson on Civil Rights,” OnTheIssues, accessed April 11, 2021, https://www.ontheissues.org/NC/Richard_Hudson_Civil_Rights.htm.

57. “Roll Call 69 Roll Call 69, Bill Number: H. R. 2546,” Office of the Clerk, U.S. House of Representatives, February 12, 2020, <https://clerk.house.gov/Votes/202069>.

6

PUBLIC HEALTH



PUBLIC HEALTH

Health Equity on UC Berkeley Campus

PepsiCo has engaged in a practice of targeted advertising, which has large implications on the health and wellbeing of low-income populations of color. A 2011 study on sugar-sweetened beverages (SSBs) established that drinking one or more SSBs per day results in an 83% increase in the risk of developing Type 2 Diabetes Mellitus, compared to individuals who consume less than one SSB per month.⁵⁸ SSBs are also the only source of nourishment that has been shown to have a direct cause and effect relationship with obesity. On campus, UC Berkeley's dining areas and stores are filled with PepsiCo products that primarily consist of SSBs and unhealthy snacks. The current abundance of SSBs on campus as a result of the soda marketing contract between UC Berkeley and PepsiCo poses an alarming health risk for both students and faculty and goes against UC Berkeley's commitment to keeping retail "shelf space [stocked] with 'Healthier Beverages' at 70% or greater, and 'Sugar-Sweetened and Less Healthy Beverages' at 30% or less."⁵⁹ This poses health implications on students at large as PepsiCo has used UC Berkeley students as a marketing pool with targeted advertisements.

A report from the Berkeley Food Institute (BFI) has highlighted the marketing strategies of PepsiCo on our UC Berkeley campus. Data collection was conducted at the four major sites outlined under the PepsiCo Contract as areas for exclusive pouring rights: Associated Students of the University of California (ASUC), Residential and Student Service Programs (RSSP), Athletics, and Recreational Sports. From this study, UC Berkeley in Spring 2019 was dominated by SSBs with 56% of product availability and 67% of beverage logo advertisements of SSBs.⁶⁰ This rate of advertisement and product availability increases the health risk associated with SSBs to UC Berkeley students, faculty, and community members who are faced with an overwhelming amount of SSBs as their main option of consumption on campus.

58. Hu F. B. (2013). Resolved: there is sufficient scientific evidence that decreasing sugar-sweetened beverage consumption will reduce the prevalence of obesity and obesity-related diseases. *Obesity Reviews*, 14(8), 606–619.

59. "Food Beverage Policy." UC Berkeley, January 1, 2018. <https://campuspol.berkeley.edu/policies/foodbeverage.pdf?Refresh=0.731378036966&Refresh=0.731378036966>.

60. Lee, Joyce M, Jennifer Falbe, and Rosalie Z Fanshel. "Beverage Logo Advertising and Product Mix Availability on the UC Berkeley Campus." Berkeley Food Institute. Berkeley Food Institute, February 25, 2020.

<https://food.berkeley.edu/from-the-field/beverage-logo-advertising-and-product-mix-availability-on-the-uc-berkeley-campus/>.

PUBLIC HEALTH

Given UC Berkeley's participation in this pouring rights contract, PepsiCo has the right to market SSBs to our student body. From this BFI report, SSB beverage logos were advertised at higher rates than non-SSB: at 67 percent of total logos.⁶¹ Also, 40 percent of marketed beverage logos were for soda, namely Pepsi soda.

Interestingly, the report finds that the SSB logo advertisements are higher than the actual product availability in campus bodies. This then pushes the question of why PepsiCo engages in advertising products known to cause health impacts on UC Berkeley's campus.

Effects of Targeted SSB Advertisements on Youth

Over the last decade, there has been a massive increase in spending on SSBs ads, including sports and energy drinks, especially ones targeting teens and Black and Hispanic youth. According to a 2020 report by the University of Connecticut's Rudd Center for Food Policy and Obesity, PepsiCo was responsible for 38% of all sugary drink advertising spending and SSB TV ads viewed by children, as well as 41% of TV ads viewed by teens in 2018.⁶²

The continued advertising of SSBs targeted to teens raises several long-term health concerns due to the unique developmental vulnerabilities of this age group. Through more advertising of SSBs, youth are exposed and encouraged to consume more of these products without knowing the health implications of doing so. For example, the American Heart Association (AHA) recommends children and teens consume less than 25 grams of added sugar daily. However, the median sugar content in a single-serve container of advertised products in all categories of SSBs exceeds or approaches this level.

61. Lee, Joyce M, Jennifer Falbe, and Rosalie Z Fanshel. "Beverage Logo Advertising and Product Mix Availability on the UC Berkeley Campus." Berkeley Food Institute. Berkeley Food Institute, February 25, 2020.

<https://food.berkeley.edu/from-the-field/beverage-logo-advertising-and-product-mix-availability-on-the-uc-berkeley-campus/>.

62. Harris, Jennifer L, Frances Fleming-Milici, Ahmad Kibwana-Jaff, and Lindsay Phaneuf. Rep. Sugary Drink Advertising to Youth: Continued Barrier to Public Health Progress, 8. Rudd Center, June 2020.

https://media.ruddcenter.uconn.edu/PDFs/Sugary_Drink_FACTS_Full%20Report.pdf.

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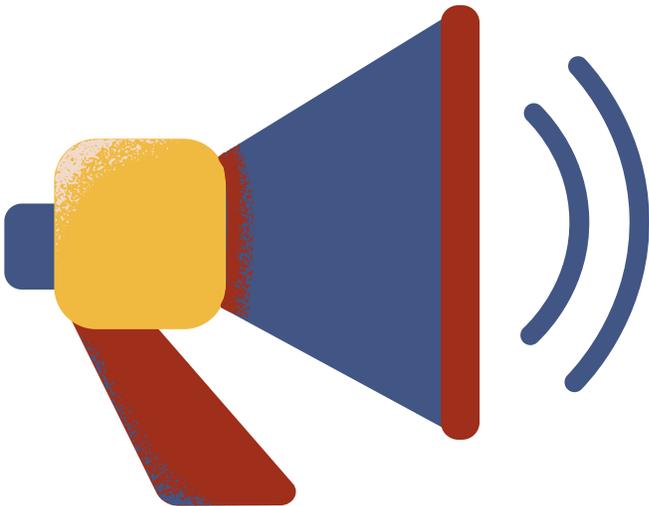
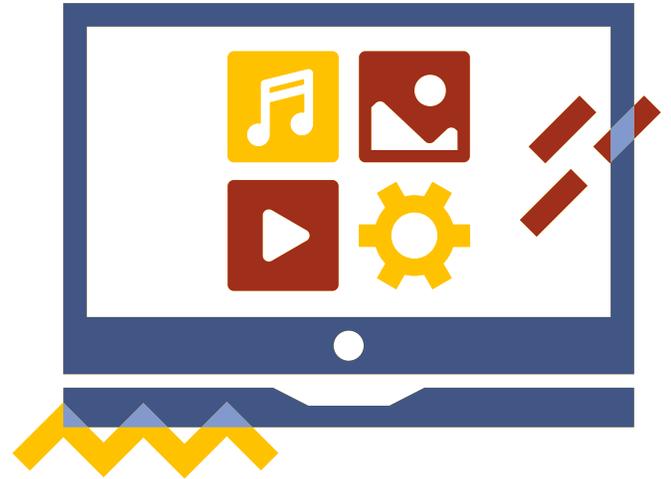
Although these health impacts are known, PepsiCo has increased its targeted advertisements on Black and Hispanic communities. From 2013 to 2018, PepsiCo more than doubled its Spanish-language ad spending for sugary drinks, increasing its spending from \$0.4 million to \$17 million. This increase of \$16.6 million means Spanish-speaking communities are flooded with SBB advertisements that disregard health impacts associated with SSBs. Furthermore, Black teens are reported seeing from 2.2 to 2.3 times as many SSBs ads compared to white teens.⁶³ This targeted nature of PepsiCo's advertising of sugary drinks to Hispanic and Black youth contributes to health disparities. Communities of color are even more vulnerable to these health risks due to the already disproportionate impacts of COVID-19.

As PepsiCo dominates SBBs advertising, they dominate Food and Beverage (F&B) ads as well. Another recent study analyzed a total of 48 hours of Mexican television from December 2016 to January 2017 with the highest audience ratings for children to characterize the nutritional quality of F&Bs advertised by product placement (PP). Product placement (PP), defined by the WHO as a marketing technique that uses a product in a visual or graphic medium, is a more "subliminal" way for brands to reach their target audience. The Mexican Ministry of Health (MMH-NPM), the World Health Organization Regional Office for Europe (WHO-Europe), and the Pan American Health Organization nutrient profile models (PAHO-NPM) assessed the nutritional quality of these brands. Their assessment indicated that over 60% of the 119 different F&B ads marketing unhealthy products. When the majority of F&B ads someone is exposed to depict unhealthy products, their diet is likely to correlate.

63. Harris, Jennifer L, Frances Fleming-Milici, Ahmad Kibwana-Jaff, and Lindsay Phaneuf. Rep. Sugary Drink Advertising to Youth: Continued Barrier to Public Health Progress, 10. Rudd Center, June 2020. https://media.ruddcenter.uconn.edu/PDFs/Sugary_Drink_FACTS_Full%20Report.pdf.

PUBLIC HEALTH

Furthermore, SSBs were the most frequently advertised at 41.2% of the time. Additionally, nearly one in six children are overweight or obese in the Organization for Economic Cooperation and Development (OECD) countries due to their exposure to obesogenic environments.⁶⁴ These obesogenic environments include the absence of access to recreational or sports facilities, the presence of motorized transport over active transportation options, the absence of parks and sidewalks, and the widespread availability of cheap, highly palatable, nutrient-poor, energy-dense food, including SSBs, that is heavily marketed through media channels. Unfortunately, direct TV advertisements are not the only factor in increased consumption of SSBs. Due to the rapid expansion of the entertainment industry, it is easily distributed and consumed digitally through mobile and streaming services such as YouTube, Netflix, etc.



Conclusion

First and foremost, UC Berkeley should discontinue its relationship with PepsiCo because of their failure to end extensive marketing of SSBs to youth, especially communities of color, and support public health efforts to make healthy drinks affordable. Next, it is urgent to limit the visibility of SSBs in physical stores to further reduce vulnerability of students' health. Likewise, UC Berkeley must remove PepsiCo products within campus dining and stores.

64. Munguía-Serrano, Ana, Lizbeth Tolentino-Mayo, Florence L. Théodore, and Stefanie Vandevijvere. "Nutritional Quality of Hidden Food and Beverage Advertising Directed to Children: Extent and Nature of Product Placement in Mexican Television Programs", 10. MDPI. Multidisciplinary Digital Publishing Institute, April 29, 2020. <https://www.mdpi.com/1660-4601/17/9/3086>.

PUBLIC HEALTH

“ It is our recommendation that UC Berkeley end this contract and prevent any extension or renewal. Failing to do so shows that UC Berkeley condones PepsiCo’s harmful practices of targeted advertisements and its negative health consequences it places on its students, staff, faculty, and community members. ”

In the numerous studies outlined above, PepsiCo has shown to be unable to reflect on health impacts on marginalized communities associated with their products. This begs the question of if corporations like PepsiCo can ever truly self regulate to eliminate these disproportionate health impacts.

One study on PepsiCo’s targeted marketing to children shows that even after over a decade of self-regulation by PepsiCo, the industry continues to exploit loopholes and release targeted advertisements towards children for foods that can negatively impact their health. The study calls on local governments and parents to take action in regulating and demanding policies to make corporations eliminate these harmful practices.

UC Berkeley needs to take a role in only engaging in contracts that align with our health and wellbeing rather than incentivizing PepsiCo to self regulate. It is our recommendation that UC Berkeley end this contract and prevent any extension or renewal. Failing to do so shows that UC Berkeley condones PepsiCo’s harmful practices of targeted advertisements and its negative health consequences it places on its students, staff, faculty, and community members.



7

CONCLUSION



CONCLUSION

UC Berkeley's well-known history of student activism should not be ignored when it comes to the decisions affecting the student body. This is not the first time students have challenged corporations influencing our food systems.

In 2008, UC Berkeley planned on adding Panda Express to the campus until student activists launched the “Anti-Panda” campaign. A petition to remove the restaurant from campus gained over 500 signatures. Protests began and formal demands were created for the restaurant chain to follow Real Food Challenge guidelines, which ensured that restaurants provided “local, fair, humane, and ecologically sound” products.

Students fought against the UC Store Operations Board and argued that Panda Express would not benefit the local community nutritionally, sustainably, or economically, meaning it had no valid purpose at UC Berkeley. These issues are the same ones we’re addressing through the department’s campaign to end the university’s contract with PepsiCo.

The students won. Panda Express was denied the contract to open a restaurant on campus; instead, it was replaced by the Berkeley Student Food Collective, Berkeley’s first cooperative grocery store. The store provides a healthy and affordable alternative for students and allows them to learn more about sustainable and nutritional living.

The intersection of student activism and food systems is not new at UC Berkeley.

**POUR
OUT
PEPSI**





POUR OUT PEPSI

CONCLUSION

Rejecting the PepsiCo contract is not an impossible task. UC Berkeley students want access to healthy food and beverage options, and expecting our administration to listen is not an outlandish request. According to a recent survey of 142 students conducted by the ASUC Department of Unsustainable Partnerships, 70.5% of students want to see a majority, if not all, PepsiCo products removed from campus. It's clear that students want to see a change in their food and beverage options on campus. UC Berkeley has the power to be a leader in the university food system nationwide, and the UPP Working Group and Voting Group have the responsibility to listen to the students to make this happen.

The Chancellor, Beverage Working Group, and University Business Partnerships & Services, are directly responsible for engaging in and finding suitable business relationships on campus, including the food and drinks students buy on a daily basis, eat on a daily basis, drink on a daily basis. Our health is in *your* hands. By continuing this contract with PepsiCo, the university decision-makers argue that UC Berkeley's values of public and environmental health are more of a *marketing tactic* than important issues in the eyes of the administration. Or maybe they are important issues – until the university feels that temporary monetary benefits are worth the compromise of student health. Students must have a say in the food and beverages that are being served directly to them. It's clear that UC Berkeley values profit over community health, but the administration has the power to change this. We advise the university to move forward with an alternative beverage relationship at the end of the amendment period that reflect the following:

CONCLUSION

1. Strong commitments to achieving and pushing forward UC sustainability and nutrition guidelines, goals, and principles following and going beyond the UC Berkeley Food and Beverage Choices (FBC) Policy and a Healthy Beverage Initiative
2. A contract informed by the values of health, sustainability, and equity
3. Seek partnerships beyond Big Soda led by campus values to ensure that Berkeley will continue to be a leader in the food justice space
4. The Beverage Working Group to meet at least twice a month in order to adequately and thoroughly explore all possible alternatives (1. As-is contract extension, 2. Extension with amendments, 3. New RFP for campus-wide beverage relationship, 4. Multiple partnerships, no RFP for campus-wide beverage relationship), with an emphasis on alternatives 3 and 4, given the Beverage Working Group's consensus that UC Berkeley's current pouring rights contract does not align with our campus values
5. Expand the Beverage Working Group membership beyond current campus stakeholders to aid in the development of viable beverage contract alternatives, such as those with expertise in financial models, beverage contracts, etc.
6. Increase transparency for undergraduate and graduate students by creating more opportunities for input and involvement in the decision making process, ensuring their concerns are listened to and addressed, given that they are the largest group of consumers on campus
7. Consider recording Beverage Working Group meetings, making the recordings and meeting notes available online, as well as holding time for public comment (either during a meeting or via email) prior to voting processes

The UC Store Operations Board listened. Why won't you?



POUR OUT PEPSI

8

ABOUT POUR OUT PEPSI

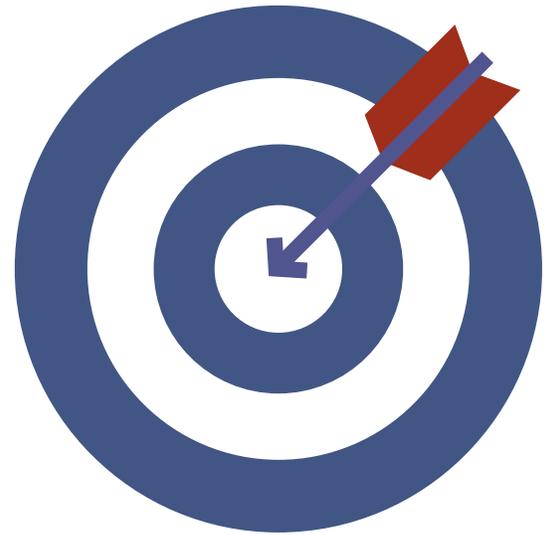


CAMPAIGN WORK

In order for the Department of Unsustainable Partnerships to call for the termination of the beverage relationship with PepsiCo, we have led and participated in a number of campaign strategies. These strategies included meeting directly with decision-makers, educating the campus stakeholders, and connecting with external organizations.

The Targets

The University Partnerships and Programs (UPP) is the campus entity in charge of finding suitable contracts to provide products and services for UC Berkeley, including pouring rights contracts. UPP operates on a three-tier system. First, discussions with campus representatives form a Beverage Working Group. Second, the working group formulates and votes on a recommendation to send to the second set of voting representatives, the UPP Advisory Committee. Lastly, the UPP Advisory Committee votes on the recommendation and, if it passes, it is sent to the Chancellor for final approval.



The Department of Unsustainable Partnerships had a student representative on the UPP Beverage Working Group. In this space, the Co-Director of the department, Selena Melgoza, was able to advocate on behalf of students with research-backed initiatives to the Working Group. Additionally, the department initiated a letter campaign to all UPP Beverage Working Group members and the Advisory Committee to have one-on-one meetings. The goal of meeting with campus decision-makers was to inform them on the problems of partnering with a corporation like PepsiCo and the reasons the university should terminate its contract with PepsiCo. From these efforts, we were able to reduce the proposed extension from ten years to two years and increase sustainability funding from \$15,000 to \$30,000.

Chancellor Christ has a final say on all campus contracts. It is critical that these next two years are spent addressing the current two-year extension proposal and changing the direction of Pouring Rights relationships.

CAMPAIGN WORK

Organizing

A large part of the campaign entailed educating the campus community, as many were unaware of the campus contract with PepsiCo nor the harms it imposed on our campus and globally. First, the Department created a petition that garnered over 1,000 signatures by tabling weekly on Sproul and conducting drop-ins on classes and organizational meetings. Secondly, as we garnered more data on PepsiCo's violation of campus values, we circulated several Support Letters to faculty, students, and external supporters. We received 395 signatures before we had to submit the letter to the UPP Working Group prior to their vote on how to proceed with the contract. After submitting the letter to the Working Group members via email they decided to postpone the date of the vote to allow for more time for discussion, which was a huge success for our campaign.

To gauge student knowledge of contracts and gather student input on future beverage choices, our department released a campus-wide survey. As a result, we received 141 responses from undergraduate students on campus. We then used this information to further develop our demands to represent student needs. For instance, 61% of student respondents felt that this contract was concerning based on PepsiCo's exclusivity rights. Moreover, students expressed interest in alternatives such as Hydration Stations, food prep and storage areas throughout campus, culturally diverse/relevant foods, locally sourced on-campus, Black Indigenous and People of Color (BIPOC) owned businesses on campus, and more nutritious food options.

One of our major avenues of reaching the student body is through social media campaigns. We are continuously posting on our social media @pouroutpepsi with information in regards to PepsiCo's business tactics, greenwashing, and social harms. We also utilize our website pouroutpepsi.com as a home for all of our department's research as a place for people to learn more about the purpose of this campaign. We will be creating a social media toolkit for similar campaigns for other universities to learn from our efforts and implement strategies on their own campus.

CAMPAIGN WORK

Allies and Supporters

The Department of Unsustainable Partnerships has connected with allies and supporter on campus, locally, and nationally. On campus, the Berkeley Food Institute has been an crucial supporter to the campaign. The research our Co-Director Selena Melgoza conducted under BFI's Foodscape Mapping Project spurred the creation and goals of this department. Moreover, the Berkeley Student Food Collective was a strong, integral ally for department actions and organizing in the Fall of 2020. They provided much-needed support on campaign tasks and projects such as power mapping, ally networks, and strategy feedback.



Locally, our department was able to connect with Uprooted and Rising, a Bay Area food justice organization. With Uprooted and Rising's support, we created a Bay Area branch to tackle big food on university campuses. This entailed meetings with others who are engaging in similar work to strategize, plan, and carry out actions to terminate big soda's pouring rights contracts.

Additionally, the Department of Unsustainable Partnerships collaborated with UC Research Consortium on Beverages and Health, a group of faculty seeking to transition all UC's to healthier beverage partnerships and food systems. With the UC Beverage Consortium, we were able to have members join the UPP Beverage Working Group meetings to discuss alternative beverage relationships for UC Berkeley. Through this relationship, our department was able to connect with the Center for Science In Public Interest (CSPI), a national non-profit that provides science backed advice to consumers interested in nutrition, food safety, and health, and leads advocacy for a healthier food environment in communities nationwide.

Lastly, all individual students, student organizations, and faculty supporters have kept this department alive, and we will continue to reflect their needs in our campaign.

OUR TEAM



"I joined this campaign because we cannot afford to continue turning a blind eye towards the business practices of the giant corporations responsible for global environmental destruction and pollution. I believe that, by cutting ties with PepsiCo, UC Berkeley can pave the way for universities across the nation to take action for social and environmental sustainability."

Leonela Leon (she/they)

Co-Director & Action Committee Organizer
UC Berkeley Senior, Society & Environment
Hometown: Woodland, CA

"All of our work from organizing on campus, connecting with Bay Area environmental justice organizations, creating petitions, and meeting with decision-makers has been an eye-opening experience. Making change for community, with community has been the best part of leading this campaign."



Selena Melgoza (she/her)

Founder & Co-Director, Research Committee Coordinator
Senior, Society & Environment, minor in Public Policy
Hometown: Los Angeles



"I enjoy working with the Department of Unsustainable Partnerships because it allows me to make an impact on campus and to work with local community members and fellow students around important environmental and food justice issues. This campaign has helped connect me to individuals with similar passions and has taught me extensively about grassroots organizing and the significance of student mobilization."

Savannah Sturla (she/her)

Environmental Justice Committee Coordinator
Senior, Environmental Sciences, minor in Toxicology
Hometown: San Ramon, California

"Working on this project, I have learned a lot about ways that big food monopolies contribute to food insecurity and so think that it is very important to spread awareness of this issue. I am part of this campaign as it seeks to promote environmental and social justice on campus."



Lamiya Gulamhusien (she/her)

Environmental Justice Committee Coordinator
Junior, English and Rhetoric
Hometown: Dubai, UAE

OUR TEAM



"I am passionate about environmental justice and food justice, and working in this department allows me to use these passions to create tangible change on campus and in my community! As a student, I have an obligation to make sure that my university is upholding its values and missions, and Pour Out Pepsi is the perfect avenue for me to do just that."

Angie Wu (she/her)

External Communications Committee Coordinator
Sophomore, Molecular Environmental Biology and Geography
Hometown: Santa Clarita, CA

"Students—the primary participants in the campus food system—have not been given a proper say in this contract, one that restricts student choice and binds the University to a company that prioritizes profit over people. I am a part of this campaign because I believe we need a campus food system that is not only more ethical and sustainable, but one that also reflects the demands of students and staff on campus."



Taylor Atienza (she/her)

External Communications Committee Coordinator
Sophomore, Society & Environment, minor in Public Policy
Hometown: San Ramon, CA



"Working on this campaign has rejuvenated my sense of optimism in the environmental justice movement. It's easy to be discouraged by everything that's going on in the world, but seeing a group of passionate and dedicated students work together to create change on a local level is why I love being part of this campaign."

Jasmine Perry (she/her)

Research Committee Coordinator
Junior, Global Studies
Hometown: Venice, CA

"The most important part of the work we do is spreading awareness to Berkeley faculty and students about environmental and food justice issues, and increasing accessibility to information regarding UC Berkeley's position within these issues, as well as their contract with PepsiCo."



Michelle Gunawan (she/her)

Environmental Justice Committee Coordinator
Freshman, Molecular Environmental Biology
Hometown: Los Angeles, California

OUR TEAM



"I'm a part of this campaign because I believe in working towards a more environmentally and socially sustainable food system on campus and in our community. Big soda and big food corporations actively contribute to and perpetuate white supremacy, racial health disparities, and environmental degradation and injustice, and I believe our campaign aims to put a stop to that, starting at our campus level and hopefully growing into something larger."

Eshna Kulkarni (she/her)
Action Committee Coordinator
Senior, Marine Science
Hometown: Livermore, CA

"I believe students should have a say in what goes on on campus, not just administrators. The University continues to fail students and makes choices on our behalf which contradict our goals, beliefs, and opinions."

Ashley Soliman (she/her)

Research Committee
Sophomore, Environmental Economics & Policy
and Legal Studies
Hometown: Saugus, CA



"I am a part of this campaign because I believe UC Berkeley can create an inclusive food system of sustainability, equity, and health with student involvement and the first step in that is terminating our Pouring Rights contract with PepsiCo. The most important part of our work to me is holding corporations accountable and creating a food system that meets the needs and values of our community."

Vanessa Lechuga (she/her)
Environmental Justice Committee
Freshman, Society & Environment and Legal Studies
Hometown: Vacaville, California

"I hope to ultimately bolster campus awareness and readiness to hold the administration accountable in all of their actions and partnerships. Food insecurity/justice is a critical environmental justice issue that has no place on our campus. The future must include equitable food sourcing and food sovereignty."

Sasha Vanley (she/her)

Environmental Justice Committee
Junior, Environmental Earth Science,
minor in Environmental Economics and Policy
Hometown: Los Angeles, California



OUR TEAM



"I am very passionate about health equity in communities, which is why I love Pour Out Pepsi because we are not only about environmental justice. We are also about increasing awareness around the prevalent health and racial inequities experienced by different groups of people, many times as a consequence of the actions of Big Soda."

Angela Zhou (she/her)

Action Committee

Sophomore, Molecular Environmental Biology

Hometown: Wisconsin

"Pour Out Pepsi is about more than just university accountability – it is about increasing awareness of local environmental and racial injustice while working towards the creation of a more equitable, sustainable, and local food system."



Emily Culling (she/her)

Research Committee

Sophomore, Sustainable Environmental Design
and Conservation & Resource Studies

Hometown: Atlanta, Georgia



"I am super passionate about the outdoors and nature as I am an avid hiker. This mission is important to me as I want to protect the wildlife that I've met and the trails I've traveled in hopes that others can one day find themselves going through the same experience."

Arnav Patel (he/him)

Action Committee Coordinator

Sophomore, Economics and Data Science

Hometown: San Ramon, CA

"If UC Berkeley wants to remain the #1 university in the nation, it must set an example and end the partnerships that are harmful to students, the environment and the future."



Cecilia Mejia (she/her)

External Communications Committee

Senior, Conservation & Resource Studies

Hometown: Aurora, Illinois

OUR TEAM



"I am a part of this campaign because it gives me the opportunity to be directly involved in environmental justice work in the community. I think that classes will always be a valuable resource in teaching you important things, but I appreciate the opportunity to be directly involved in the work instead. A lot of the issues we have with PepsiCo directly feed into environmental injustices and that's what keeps me on this campaign."

Yooju Choi (she/her)

Environmental Justice Committee
Sophomore, Data Science and Environmental Economics & Policy
Hometown: Sunnyvale, CA

"I want to shift control of our food system away from huge corporations! We should focus on supporting local food and sustainable companies not corporations like PepsiCo that have destroyed our environment and continue to harm our communities."



Lily Daniel (she/her)

Research Committee
Sophomore, Society & Environment,
minor in Food Systems
Hometown: San Francisco, California



"I'm part of this campaign because I wanted to highlight the need for full transparency and accountability for when my own school decides to sign a contract."

Dana Sanchez Ortega (she/her)

Research Committee
Sophomore, Energy Engineering
Hometown: Puebla, Mexico

"I am very passionate about minimizing waste and hope to lessen UC Berkeley's reliance on single use plastics."



Megan Weshe (she/her)

Action Committee
Freshman, Society & Environment
and Molecular Environmental Biology
Hometown: Irvine, California

OUR TEAM



"I am a part of this campaign because I am passionate about holding the campus accountable in terms of unsustainable practices and partnerships. I want to help foster a more environmentally just community which is why this work is so important to me."

Natalie Gaffney (she/her)
Environmental Justice Committee
Freshman, Society & Environment, minor in Japanese
Hometown: Folsom, California

"I'm a part of this campaign because I want to be a productive member of the UC Berkeley community and push towards greater sustainability on our campus. Propelling the campus towards a greener future is most important to me, as it not only benefits the environment but also students' well-being."



Katie Alder (she/her)
Research Committee
Sophomore, Molecular Environmental Biology,
minor in Geospatial Information Science and Technology
Hometown: Santa Maria, CA



"I believe we need to hold the Berkeley administration accountable in order to enact environmental justice and zero waste of campus. It is important that this work can mobilize the general student body and that our voices are heard."

Crystal Li (she/her)
Research Committee
Sophomore, Linguistics and Computer Science
Hometown: Eden Prairie, Minnesota

"I believe in the campaign's vision of a UC Berkeley that actively promotes Environmental Justice, Social Justice, and Sustainability down to its pouring rights contracts, and hope to share that vision with the greater UC Berkeley community and administration."



Anna Smith (she/her)
External Communications Committee
Sophomore, Environmental Sciences
Hometown: Frankfurt, Germany



"I think large corporations silencing and taking away business from small, local businesses is one of the biggest problems of our time, and frankly one that not everyone thinks about or notices. For that reason, I think the work we do is important especially in terms of educating students since many of them may not be aware of PepsiCo's presence on campus and what that means."

Skylar Schaubel (she/her)
External Communications Committee
Junior, Environmental Economics and Policy
Hometown: Santa Clarita, CA

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ASUC Department of Unsustainable Partnerships

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