

Many manufactured food and drink products contain high levels of sugar, which causes many health problems. Sugary products should be made more expensive to encourage people to consume less sugar. Do you agree or disagree?

There are increasing amounts of sugary additives and sweeteners which are considered to be detrimental to people's health - added into many processed foods and drinks. As people, the wider public becomes more concerned with the negative effects, it is often proposed that high prices should be charged for products containing high-elevated levels of sugar to deter consumers' consumption. From my perspective, I agree entirely with the given statement.

The most obvious reasons to support the proposal are the damaging effects on people's health, fitness which these health risks related to sugar consumption commonly manifest themselves in today's most pervasive health crisis which is overweight-obesity and more rarely also commonly in cases including hypertension, diabetes and various cardiovascular diseases. This reform is further justified by the recent research result indicating that 70% nearly 100% of the diabetes sufferers have reported excessive sugar intake spanning decades in the past decade. For example in China, diabetes has been on the rise over the last several decades as fast food and convenience stores grow in popularity allowing consumers to cheaply purchase products with high sugar content. With such a large population, this puts severe strain on hospitals and families. Therefore, the generally physical condition and well-beings of the population will be improved, if people's demands for the sugary food and drink can be dampened by the high financial burden and lower purchasing power caused by the higher prices.

Moreover, the strategy of increasing the prices tends to be has been historically effective and efficient in controlling consumers' demands. With accordance to economists' The research of economists has indicated result that food and drink high in sugar have relatively high price elasticity, meaning that consumers' demands are extremely sensitive to any increases in the price, which implies the effectiveness of high prices in reducing consumers' demands. For instance, in response to an increase of \$1 in the price of cookies, consumers would likely reduce their purchase of the cookies by a noticeable extent. Therefore, the general physical condition and well-being of the population will be improved, if demand for sugary products were hindered by a higher financial burden and resultant lower purchasing power caused by the elevated/raised prices.

In conclusion, considering the detrimental health effects and high price elasticity of sugary products, I think a regulated pricing strategy can be necessary and would be effective. However, food manufacturing businesses should strive to achieve a balance between charging high prices and their survival successfully growing their business in order to maximize the welfare of the society and maintain their own profitability.

295

Task achievement: 6 – try to focus your support on your body paragraphs – try to write about both sides – its safer – have some really specific examples if possible

Cohesion/Coherence: 6/7

Vocabulary: 8 – accurate, great range

Grammar: 6/7

Overall: 6.5

Comment [Dave1]: subject and very agreement – there is an increasing level of ...

Comment [Dave2]: mostly accurate, clear

Comment [Dave3]: consumers, customers, individuals, citizens, the general populace, the general citizenry, society

Comment [Dave4]: drop the people/group

Comment [Dave5]: clear opinion – good!

Comment [Dave6]: almost always better to write about both sides – so you can have 2 clearly different main ideas restricts freedom/unfair health

Comment [Dave7]: at the end of the sentence – the main idea

Comment [Dave8]: 10 – 15 words for a topic sentence – next sentence you can explain or get more specific

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Comment [Dave9]: references back to the end of the last sentence – links between sentences really clearly – helps your CC mark

Comment [Dave10]: mention sugar once more at the beginning

Comment [Dave11]: good grammar – good phrase

Comment [Dave12]: conditions

Comment [Dave13]: really specific – great!

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Comment [Dave14]: 40s or 50s

Comment [Dave15]: keep focusing on health – add a little bit more

Comment [Dave16]: adjective not adverb

Comment [Dave17]: weaken

Comment [Dave18]: compound noun

Comment [Dave19]: excellent vocabulary

Comment [Dave20]: gerund – the ing verb and it works like a relative clause

Comment [Dave21]: run-on sentence

Comment [Dave22]: a little short

Comment [Dave23]: for instance in China, counter-example – when a company lowers prices

Comment [Dave24]: adjective not adverb

Comment [Dave25]: weaken

Comment [Dave26]: shows off your range with grammar

Comment [Dave27]: same verb doesn't work with both adjectives

Comment [Dave28]: good conclusion!

Comment [Dave29]: can get up to a 7/8