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**Chadrad Communications, Inc.**  
226 Bordeaux St - Chadron, NE 69337  
308-432-5545 fax 308-432-5601  
E-mail: [kcsr@chadrad.com](mailto:kcsr@chadrad.com)

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#### (Neb.)-Sales Tax Exemption For Soda Pop Targeted

By: Roxie Graham-Marski Posted at: 01/07/2013 11:30 AM

LINCOLN, Neb. (AP) - A Lincoln senator says he'll sponsor another measure that would end the Nebraska sales tax exemption for soda pop.



Sen. Bill Avery says that the exemption for soda is illogical and indefensible. Avery says soft drinks have no nutritional value and so don't belong in the same tax-exempt category as food.

Avery filed a similar bill last year that didn't reach the floor for debate.

Many nutritionists say soda consumption contributes to obesity.

It's estimated that ending the exemption would bring the state an estimated \$11 million in new sales tax revenue. Avery's bill requires that 70 percent of the new revenue would be used for school wellness programs and data collection and 30 percent would go to local health departments for health-related issues.