

Item #15

Email discussing Professor John Gibson's research

Email chain discussing when Professor John Gibson's research on sugar taxes is due to be completed, 8 November 2016

Sent By: [REDACTED] on 8/11/2016 2:11:39 p.m.  
To: Bronwyn Croxson/MOH  
Copy To:  
Subject: John Gibson details about length of study

Below is a screen capture of an email from John, dated May 2015 and mentioning when his work should wrap-up - 3 years later. That should make it May 2018.

From: John Gibson [REDACTED]  
To: [REDACTED]  
Date: 03/05/2015 01:56 p.m.  
Subject: Re: Your work on the impact of taxes on sugar consumption

Hi Bronwyn

Thanks for the interest. Technically the project started on Friday and runs for 3 years from then.

Please note that it is methodological work, so there is nothing that will use NZ data, but it may still provide reasons for caution that analysts might point out when interpreting results for policy makers.

In addition to the proposal here is a link to a paper we did that uses the same demand framework, and addresses many of the same issues, and shows the magnitude of these effects in biasing naive estimates of price elasticities:

<https://ideas.repec.org/a/eee/wdevel/v43y2013icp329-340.html>

Once we are some way through the project I would be happy to give a talk at MoH when I am in WLG for other reasons

John

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From: Bronwyn Croxson/MOH  
To: [REDACTED]  
Date: 08/11/2016 01:29 p.m.  
Subject: Question about John G's study

[REDACTED] Can you remember when John Gibson's study is due to wind up and report? I have 2018 in my head but it may be sooner...

Many thanks

Bronwyn

Bronwyn Croxson  
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