

Sutter County– Tobacco Retail Licensing

Just the facts

- In 2014, 10% of local stores attempted to sell tobacco/nicotine products to underage youth¹
- In Sutter County 10% of youth smoke– That’s the same as both Yuba City & River Valley High Schools’ senior classes combined.²
- In a recent focus group of local high school age youth, students were asked “where do you get your tobacco products?”— more than 50% of the students reported buying tobacco products at convenience stores and smoke shops.³



What is Tobacco Retailer Licensing?

Similar to laws regulating alcohol sales, tobacco retailer licensing provides an effective cost-neutral tool for local governments to enforce retailer compliance with laws prohibiting the sales to youth. A tobacco retail license will:

- Require all retailers in the City of Yuba City buy a license annually to sell tobacco and/or electronic nicotine products.
- Provide for the suspension or revocation of the license if the retailer sells tobacco and/or electronic nicotine products to youth or violates other local, state or federal laws related to tobacco and electronic nicotine products.

Studies show that retailers are worried about lost sales if their license is revoked for selling to minors, not about affording the annual license fee.⁶

Why do we need Tobacco Retailer Licensing?

Education alone does not work. Effective laws preventing tobacco and electronic nicotine product sales to youth, and ultimately the use, should have a retailer licensing component. A tobacco retailer licensing ordinance will provide enforcement agencies with:

- Funds and support needed to enforce tobacco and electronic nicotine product laws.
- Knowledge of who is selling tobacco and electronic nicotine products, thereby making it easier to monitor compliance with the law.

How will Tobacco Retailer Licensing prevent illegal sales?

Requiring retailers to have a license will hold them accountable to tobacco and electronic nicotine product laws. If laws are broken, they could lose their ability to sell these products and could potentially be large loss of revenue. Store owners have a strong incentive to be sure all laws are followed.

What will the City of Yuba City gain by adopting Tobacco Retailer Licensing?

- Lower illegal sales of tobacco to youth and therefore lower smoking rates among underage youth.
- Allocate funds for enforcement of tobacco laws.

Youth sales rates before & after adoption of strong Local Retail License Ordinance.⁷

City/County	Annual Fee	Youth Sales Rate Before Ordinance	Most Recent Youth Sales Rate
Yolo County	\$344	28%	11.1%
Sacramento	\$324	27%	15.1%
Davis	\$344	30.5%	7.8%
Elk Grove	\$270	17%	0%
Grass Valley	\$100	27%	0%
Kern County	\$165	34%	7.5%

For more information visit www.suttercaounty.org/publichealth or call 530-822-7215

1. Sutter County Tobacco Control Program Youth Tobacco Purchase Survey Report, October 2014
2. Healthy Stores for a Healthy Community Campaign, Sutter County Data, March 2014: www.healthystoresforahealthycommunity.com
3. Sutter County Tobacco Control Program Youth Focus Groups, October 2014
4. Sutter County Tobacco Control Program, Intercept Interviews Report, 2011
5. Sutter County Tobacco Control Program, Key informant Interviews, June 2015
6. <http://center4tobaccopolicy.org/wp-content/uploads/2013/09/Becoming-a-Policy-Wonk-on-Licensing-September-2013.pdf>
7. <http://center4tobaccopolicy.org/wp-content/uploads/2013/09/Tobacco-Retailer-Licensing-is-Effective-September-2013.pdf>