



# International Sugar Organization

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**EXECUTIVE DIRECTOR**

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(English only)**

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## **Articles from Sugaronline Ebriefing and Food Navigator**

The Executive Director would like to call your attention to the following articles, given their relevance for ISO priority issues.

### **IRELAND: WHO says 70% fewer children drinking sugary drinks on a daily basis**

There has been a 70% drop in the number of Irish children aged between 11 and 15 who are consuming sugary drinks on a daily basis, a new Europe-wide survey has found, according to Ireland's Journal.

The report by the World Health Organisation (WHO) showed that just 11% of Irish children drink minerals every day - down from 37.3% in 2014.

The same survey of Irish 11, 13 and 15 year olds found that from 2002 to 2014:

- Computer use of two hours or more on a weekday increased 203%, currently at 63.8%.
- TV viewing two hours or more on a weekday decreased 24%, currently at 50.4%.
- Daily fruit consumption increased 26%, currently at 41%.
- Vegetable consumption increased 12.5%, now at 44.1%
- Daily sweets consumption decreased 49%.

The Irish Beverage Council (IBC), the Ibec group which represents soft drinks companies, claimed that the results of the survey are evidence that a "holistic approach" is needed to tackle childhood obesity. The group has been actively campaigning against a proposed sugar tax.

IBC Director Colm Jordan said: "The results prove that a holistic approach is needed to tackle childhood obesity. The singling out of the soft drinks industry by way of the proposed sugar-sweetened drink tax is unjustified. 11-15 year olds who consume sugar-sweetened soft drinks on a daily basis has reduced sharply from one in three in 2002, to just one in 10 in 2014.

"That's 39% less than their European counterparts (at 18%). Irish 11-year-old boys recorded one of the largest reductions in Europe, with an 83% fall in the numbers drinking sugar-sweetened soft drinks daily between 2002 and 2014."

Ireland plans to introduce a tax on sugar-sweetened drinks in April 2018, to coincide with the introduction of a similar tax in the UK at that time.

The Minister for Finance, Michael Noonan, said it was originally estimated that the tax would apply to 60% of soft drinks sales but due to reformulation, it's now thought to be closer to 50%.

## **ESTONIA: Dairy and fruit drinks included in new sugar tax law**

Despite the original plan to impose a sugar tax only on sweetened soft drinks, the according bill passed into law on Monday by the Riigikogu includes dairy drinks as well as fruit juice, according to Estonia's ERR News.

Starting next year the Estonian state will levy a duty of EUR0.30 (US\$0.33) a litre on sugary drinks including dairy products and fruit juices. According to producers, this will have a massive impact on prices.

"If Põltsamaa apple juice now costs EUR1.09 in the shop, then with the entering into force of the 30-cent tax the retail price would increase by at least 46 cents to EUR1.55," marketing director of Põltsamaa Felix, Marek Viilol, said on Thursday. "This is based on the assumption that the profit margin as well as value-added tax will remain the same." The same thing would happen for yogurt, he added.

According to the Ministry of Finance, the state doesn't want to tax dairy drinks and natural juices, but as they fall into the same product and market category will have to apply for an exception with the European Commission in order to exempt them from the new sugar tax.

As long as such an exception isn't granted, the tax will have to be paid on all of the products in this category.

As the ministry's press spokeswoman, Maria Murakas said, the aim is to get a positive decision by the European Commission before the tax enters into force. At the same time, the application had not been submitted yet.

The sugar tax will enter into force early in 2018 and is expected to trigger a price hike. Soft drinks, juices, and drinks on the basis of dairy products will all become more expensive.

The government is hoping to gain additional revenue of EUR15 million in 2018, EUR16 million in 2019, and EUR17 million in 2020.

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## **Estonia gives green light to tax sugared soft drinks**

By Will Chu, 03-Jul-2017

The Estonian Parliament are to introduce a levy to limit the consumption of sugar-sweetened soft drinks to try to rein in rising cases of obesity, type 2 diabetes, heart disease and stroke.

<http://www.foodnavigator.com/Policy/Estonia-gives-green-light-to-tax-sugared-soft-drinks>

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## **Odwalla under fire: Is it safe to make 'no added sugar' claims on 100% juice products?**

By [Elaine Watson+](#), 03-Jul-2017

Can you make 'no added sugar' claims on 100% juice products? It all depends on how you interpret a line in the FDA regulations, says a California court, which has denied attempts by Odwalla to dismiss a lawsuit accusing it of misleading consumers with this claim.

<http://www.foodnavigator-usa.com/Regulation/Odwalla-no-added-sugar-lawsuit-to-proceed>