



EXECUTIVE DIRECTOR

**Press Release(17)47
(English only)**

6 November 2017

Various sugar related articles

The Executive Director would like to draw your attention to the articles below all of which are relevant to the sugar sector.

Low-sugar and GMO-free foods resonate more with today's health-conscious consumer

30-Oct-2017 By Will Chu

Nearly half of all consumers class low-sugar or sugar-free products as "extremely" or "very" important when deciding what to eat or drink with similar results for products free from genetically modified (GMO) ingredients.

<https://www.foodnavigator.com/article/2017/10/30/low-sugar-and-gmo-free-foods-resonate-more-with-today-s-health-conscious-consumer>

Thai Sugar Millers sees little impact from sugary drinks tax

Economy September 02, 2017 01:00 - By The Nation

Thai Sugar Millers Corp (TSMC) expects the sugary drinks tax, which will take effect on September 16, to have only a limited impact on overall level demand in the beverage sector. It offers a more sustainable solution, the company said, under the government's heightened efforts to educate the public about the recommended daily sugar intake and the importance of physical exercise.

TSMC president of public relations and recreation Siriwut Siembhakdi said that after the law comes into force, drinks with sugar content above the statutory limit will be subject to an additional tax on top of the current 20 per cent ad valorem excise tax. There will be six thresholds: those with sugar content of 0-6 gram per 100 ml (0 per cent), 6-8 gram per 100 ml (Bt0.10/L), 8-10 gram per 100 ml (Bt 0.30/L), 10-14 gram per 100 ml (Bt0.50/L), 14-18 gram per 100 ml (Bt1/L) and 18 gram or above per/ 100 ml (Bt1/L). Producers will be given a two-year grace period before the actual levy starts on October 1, 2019.

TSMC said the levy might create an incorrect understanding that consumption of sugary drinks is harmful and a cause of diseases, which could lead to inadequate consumption of sugar as a source of energy.

"We confirm that sugar is an essential source of body energy. It needs a balanced intake with regular exercises," he said.

"We suggest that, starting today and until the start of the levy in 2019, the government intensify its campaign to educate the public about the recommended sugar intake, so that the consumers are correctly informed. Without that, we believe the tax measure will prove futile, and sugar intake will not be reduced but, instead, be increased further."

Carrot trumps stick in quest to promote sugar re-formulation

01-Nov-2017 By RJ Whitehead

Food manufacturers must re-formulate to keep their consumers healthy in a region famed for its love of sugar, and many are now cottoning on to their responsibility.

<https://www.foodnavigator.com/article/2017/11/01/carrot-trumps-stick-in-quest-to-promote-sugar-re-formulation>

ECRUU Sugar News Monitor - 02 November 2017

ARGENTINA - Sugary drinks tax hike to cause job losses: CAA

The proposed increase in the tax on sugar-sweetened beverages will cause significant job losses in the sugar industry, potentially up to 5,000 jobs, according to the Argentine Sugar Centre (CAA). The government has proposed to increase the taxes from the current 4-8% to 17%. (Original Source: Bichos de campo) ([Portal Cania](#))



1 noviembre, 2017

El CAA sobre el impuesto: "generará importantísimas pérdidas de puestos de trabajo en la cadena azucarera"

"La medida impulsada por el gobierno nacional que incrementa los impuestos internos a las bebidas azucaradas generará importantísimas pérdidas de puestos de trabajo en la cadena azucarera", así empieza el comunicado de los ingenios.

Menos de un día le llevó a algunos sectores productivos plantarse frente a la pretensión del ministro de Economía, Nicolás Dujovne, de incluir dentro de su proyecto de reforma impositiva la suba de los impuestos internos a diferentes productos, como la cerveza, las gaseosas y el vino. Ya lo hizo el vino. Ahora la que salió al cruce fue el Centro Azucarero Argentino (CAA).

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Luego explica que, tal como fue planteado, "el incremento anunciado elevará los impuestos internos de esas bebidas en proporciones irrazonables: 112% sobre la alícuota vigente en el caso de aumentos del 8% al 17%, y 325% para los productos saborizados con jugos de fruta".

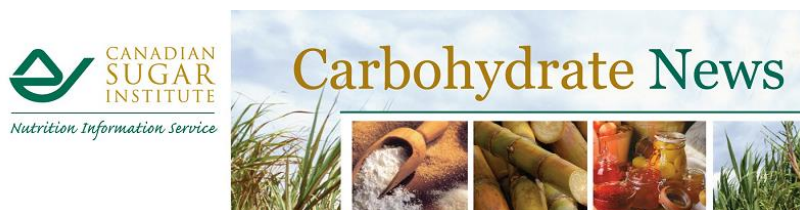
"La medida es claramente discriminatoria en contra del azúcar ya que, en tanto incrementa significativamente los gravámenes sobre las bebidas con azúcar, insólitamente elimina los impuestos internos que gravaban a las que utilizan edulcorantes sintéticos llevándolos a 0%. Claramente se está promoviendo una sustitución de insumos nacionales (edulcorantes calóricos) por otros importados (edulcorantes sintéticos) y, lo que es peor, de dudosos beneficios para la salud", clavan el puñal los socios del CAA.

Luego de una larga defensa de las bebidas azucaradas, a las que Dujovne había calificadas como dañinas para la salud, los azucareros dijeron que "el castigo impositivo también es discriminatorio porque tiene un fuerte efecto regresivo, y afecta más que proporcionalmente a los sectores de menores ingresos de la sociedad".

Luego las advertencias de siempre, muy comunes en estas polémicas y poco verificables hasta que las cosas finalmente suceden: "La medida tendrá graves consecuencias en el empleo directo e indirecto en el sector azucarero del noroeste argentino, estimado en 200.000 trabajadores. La merma del consumo incidirá en una reducción estimada de 5.000 puestos de trabajo solo en el sector azucarero. Además, el incremento de la recaudación impositiva no será directo debido a la reducción del consumo, en tanto que el impacto en el sistema previsional será negativo por la pérdida de empleos".

A diferencia de los vitivinícolas, que advierten que una suba del componente impositivo del vino agravará la crisis sectorial, los ingenios azucareros afirman que "el proyecto surge cuando después de muchos años de estancamiento, el sector sucroalcoholero se encuentra en recuperación debido al reacomodamiento de precios de su producto básico, el azúcar".

"El CAA cree que la Argentina necesita una reforma fiscal de fondo basada en una reducción de gastos superfluos, un incremento de la recaudación basado fundamentalmente en la mayor actividad económica y una más estricta fiscalización que actúe contra la elusión y la evasión impositivas, más allá de otras medidas puntuales", finaliza el pronunciamiento.



November 3, 2017

Are foods and beverages reduced in sugars also reduced in Calories?

Consumers and health professionals alike often expect that foods and beverages higher in free or added sugars are also higher in calories, and that reformulation to reduce sugars will result in a similar reduction of products' calorie contents. Two recent studies on this topic from researchers at the University of Toronto reveal discrepancies between such perceptions and marketplace reality.

[Bernstein, J.T.; Franco-Arellano, B.; Schermel, A.; Labonté, M-È.; L'Abbé, M.R. Healthfulness and nutritional composition of Canadian prepackaged foods with and without sugar claims. Appl. Physiol. Nutr. Metab. dx.doi.org/10.1139/apnm-2017-0169](https://doi.org/10.1139/apnm-2017-0169)

A cross-sectional analysis of the University of Toronto 2013 Food Label Database assessed differences in calorie content, nutrient content, overall healthfulness, and use of sweetener ingredients in Canadian prepackaged foods and beverages with sugar claims compared to similar products without sugar claims.

They found that products with sugar claims (such as "no added sugar" or "reduced in sugar") had lower median calories, free sugars, total sugars and sodium compared to those without sugar claims, however, reductions in free sugars were not always met with comparable reductions in calories. About 48% of products with sugar claims contained at least 10% of calories from free sugars.

The authors suggest improvements to sugar claim regulations to ensure claims are "[meeting consumers' perceptions, and to make sure they're found on foods that are low in sugars and lower in calories...](#)"

[Bernstein, J.T.; Lou, W.; L'Abbé, M.R. Examining the Relationship between Free Sugars and Calorie Contents in Canadian Prepacked Foods and Beverages. Foods 2017, 6, 75.](#)

This study examined the relationship between free sugars content and calorie levels in over six thousand prepackaged foods and beverages sold in Canada.

The results of this study were mixed, showing both significant and non-significant relationships. A significant positive relationship between free sugars content and calorie density was observed in only 3 of 5 beverage subcategories (e.g. soft drinks) and 14 of 32 food subcategories (e.g. frozen desserts, baked breakfast). Free sugars content did not correlate with calorie density in the remaining 2 beverage and 18 food subcategories (e.g. ready-to-eat cereals, dairy beverages).

Removing free sugars from foods often requires caloric or non-caloric replacement ingredients to maintain functionality. The authors suggest this requirement may at least partially explain why some relationships were significant and others were not. Findings also highlighted the need for "product innovation within the context of improving overall nutritional quality of the diet."

FoodNavigator.com – 3 November 2017

[Soup-To-Nuts podcast: How Ocean Spray is saving cranberries from becoming unintentional victims of the sugar war](#)

They say a spoonful of sugar helps the medicine go down and that certainly has been a major play for selling tart-tasting cranberries that are bursting with health benefits – but as the war on sugar grows, this strategy is at risk, forcing stakeholders to develop a new game plan to sell the fruit... [Listen now](#)