



International Sugar Organization

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EXECUTIVE DIRECTOR

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(English only)**

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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.

Food Navigator-USA.com – 8 January 2018

HEYLO! There's a new sugar replacer in town... and this one's a game-changer, says ex-PepsiCo exec

08-Jan-2018 By Elaine Watson

The term 'game-changer' is bandied around with wearying regularity by food start-ups, but HEYLO – a patented combination of acacia fiber and stevia promising to blow rivals out of the water in the sugar replacement stakes – may actually warrant this moniker, argues the firm behind the new clean label ingredient.

<https://www.foodnavigator-usa.com/article/2018/01/08/heylo!-there-s-a-new-sugar-replacement-in-town-and-this-one-s-a-game-changer-says-ex-pepsico-exec>

Sugaronline Ebriefing - 09/01/2018

AUSTRALIA: Canegrowers hits out against call for sugar tax

Cane growers have hit back at renewed calls for a sugar tax, saying their industry is being demonised by the irrational proposal, according to Australia's Queensland North Register newspaper.

The Australian Medical Association this week called for a tax on sugar-sweetened soft drinks as a "matter of priority" as part of a suite of measures to tackle Australia's "over-consumption" of sugar.

Canegrowers Chair Paul Schembri said the industry had been dealing with the threat of a tax for five to 10 years and said the arguments behind it were irrational.

Schembri said focusing on sugar as the sole cause of contemporary health problems posed a dire threat to the industry.

"What we think is irrational about the whole debate, is that this is part of a larger debate about contemporary health problems that we have including obesity, heart disease and diabetes," Schembri said.

"These are serious issues, what we don't accept is why sugar has been singled out and demonised.

"If you believe those advocating for a sugar tax that by suddenly imposing a sugar tax some of these contemporary health issues will disappear it is irrational.

"It is consistently said that sugar consumed in moderation can be part of a healthy, balanced and sensible diet."

Schembri said Australian's sugar consumption was declining, with one million tonnes of sugar sold on the domestic market in 1980, the same amount sold in 2017, despite the population increasing by nine million people in that time.

"This shows consumption of sugar in Australia is on a structural decline but sugar seems to be targeted as being a villain in increased obesity rates.

"It is irrational and doesn't make sense."

Schembri said people should take a personal responsibility for what their lifestyle choices, including what they eat and drink.

"If a sugar tax is introduced it will be seen as a state sanctioned tax on the industry.

"That puts a huge question mark over the industry as it will affect investment to both internal and external channels."

Australian Cane Farmers Association chair Don Murday likened the tax to prohibition and said it would not work to change behaviour.

"I'm opposed to it because invariably that impost is passed back to the grower," Murday said.

"We think that an education program on the safer use of sugar is far more beneficial than expecting a tax is going to change consumption or people's eating and drinking habits.

"There's so many instances of prohibition not working and trying to tax something out of existence or prohibition doesn't work.

"It's all very well to concentrate just on sugar, but sugar is a carbohydrate and there are plenty of other forms of carbohydrate like processed wheat... Unless they tax all carbohydrate it's not going to achieve what they want. What are they going to do? Target all food?"

Agriculture Minister David Littleproud agreed with the growers and said a soft drink tax would not solve Australia's obesity issue.

"Slapping an extra A\$0.40 on the cost of a can of soft drink will not stop people drinking soft drink, nor from buying a doughnut instead," Littleproud said.

"Increasing the family grocery bill will not magically make Australians skinny.

"The AMA has made many sensible suggestions on this topic, but a soft drink tax is not one of them."

CUBA: Carlos Baliño mill starts production of organic sugar

Carlos Baliño mill, sugarcane processor located in Santo Domingo, Cuba, started production of organic sugar for the season on Jan. 4, according to Cuba's CMHW news website.

Production of sugar by the mill located in the province of Villa Clara will be destined to foreign markets.

This is Carlos Baliño's eighteenth harvest, when it is expected to crush 70,000 tonnes of sugarcane, according to director Julio César Finalet Domínguez.

He said the mill will receive organic sugarcane to be processed for 40 days to fulfill contracts already established with international clients, and then resume production of conventional sugar.

Nine mills and three sugar refineries are operating in the province of Villa Clara during the current season, according to Andrés Durán, director of state-owned sugar company Azcuba in Villa Clara. The sugar refineries are responsible for producing 80% of the total sugar output in the province, using 70% of the total biomass available.

ECRUU Sugar News Monitor - 08 January 2018

BRAZIL - Boa Vista mill is world's largest ethanol distillery: Sao Martinho

The Sao Martinho group processed 22.2 million mt of sugarcane in 2017/18 to emerge as one of the top five Brazilian sugar and ethanol producers, its president told analysts and banks last month. Its Boa Vista mill has become the largest ethanol plant in the world and the Santa Cruz plant crushed 5 million mt of sugarcane, he added. The company is investing in three strategic projects to increase productivity, its vice-president said. (Original Source: Site Saint Martin) ([CanaOnline](#))