



International Sugar Organization

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EXECUTIVE DIRECTOR

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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.

ECRUU Sugar News Monitor - 5 February 2018

NEW ZEALAND - Study finds no evidence sugar taxes work

A tax on sugar-sweetened beverages can reduce sugar consumption, but there is not enough evidence to suggest that it improves health conditions, according to a study by the New Zealand Institute of Economic Research commissioned by the Ministry of Health, which reviewed 47 studies and examples from several countries around the world. The Health Minister mentioned the government had no immediate plans to implement a sugar tax. You can find the study [here](#). ([NZ Herald](#))

ECRUU Sugar News Monitor - 5 February 2018

BELGIUM - Supermarket chains reduce sugar content by 363mt

Belgium's three main supermarket chains Colruyt, Delhaize and Carrefour have removed almost 363mt of sugar from 3,300 food products, as a follow up to Public Health's 2012 target of reducing calorie content by 5%. (Original source: Belga) ([Le Vif](#))

Food Navigator.com - 6 February 2018

'No added sugar' plus a sweetener? 'Pure and simply illegal,' says Test Achats 06-Feb-2018 By Niamh Michail

If a product in the EU has a 'no added sugar', it cannot contain any added sweetener, natural or artificial. Yet too many companies are flouting this law and it's "pure and simply illegal", says Belgian consumer group Test Achats.

<https://www.foodnavigator.com/article/2018/02/06/no-added-sugar-plus-a-sweetener-pure-and-simply-illegal-says-test-achats>

Sugar tax — the saga continues

By Paul Schembri, Chairman CANEGROWERS

No sooner had the New Year celebrations subsided, than the spectre of a sugar tax had once again raised its ugly head.

This latest round of calls for a sugar tax began with a short documentary released by the New York Times about obesity in Australia.

The US media outlet came to Mackay to collect interviews about the industry and its regional linkages, its dependence on international trade, and its lobbying efforts with government.

However, we were surprised to see a documentary piece on sugar consumption and obesity unfairly highlighting Mackay's population and its sugar industry, and canvassing health interventions including a sugar tax, surgery and food advertising.

Fast on the heels of this video, the Australian Medical Association (AMA) released a statement calling for a tax on sweetened beverages.

The central theme in this whole debate has been an attempt to demonise sugar. The anti-sugar campaigners have clearly sought to portray sugar as the dietary bogeyman.

Not surprisingly, we as a sugar industry strongly oppose the introduction of a soft drink or sugar tax.

It is our view that sugar, if consumed in moderation, can be a part of a healthy, balanced and sensible diet. Too much of anything can't be good for you.

The calls for a tax on sugar are irrational to reasonable people. We do accept that this debate is part of a larger debate about contemporary health issues, namely obesity, heart disease and diabetes. These are serious health issues that are complex in terms of cause and prevention.

What is irrational is this simplistic view that the introduction of a sugar tax will somehow cure diabetes, heart disease and obesity.

Sugar consumption in Australia has declined significantly over the last three decades, at the same time obesity levels have soared. Since around 1980 sugar sales in Australia have been static, at around one million

tonnes, while the population has increased by almost ten million.

We also refute the assertion that a tax on sweetened beverages will do no damage to sugar producers and the industry. It is just a "harmless" tax they say.

A sugar tax will damage our industry. Any tax will always cascade back to the producer in terms of a reduced price for our product.

Any sugar tax would be seen as a state sanctioned tax against the industry which will harm our investment climate both internally and externally.

CANEGROWERS is not dismissive of this issue. We acknowledge that a negative perception exists about sugar and the part that it plays in our diet. CANEGROWERS is working with the ASMC (Australian Sugar Milling Council) to develop a strategic approach to mitigate the concerns that the community has about the consumption of sugar.

We are pleased that to date the Federal Government has made it crystal clear that there will be no sugar tax. Equally we understand that the ALP too has ruled out a sugar tax.

We are confident that in the fullness of time our product will be freed of the unfavourable perception that it's the sole cause of obesity. ■

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