



---

**EXECUTIVE DIRECTOR**

**Press Release(18)15  
(English only)**

**5 March 2018**

## **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.

---

### **Sugaronline Ebriefing - 28/02/2018**

#### **NETHERLANDS: Dutch researchers develop first circular vehicle with sugarcane**

Scientists at Eindhoven University of Technology in the Netherlands have created what they claim to be the world's first circular car. 'Noah' will be TU/ecomotive's fifth car and will feature new technologies addressing the future of the automotive industry, according to Recycling International.

Noah is a fully-electric city car and seats two people. Just like his big sister Lina, Noah's chassis, body panels and interior are made from a biocomposite with flax as its main component.

The biocomposite used to make Lina is said to have been reinvented this year to be 'more sustainable in both production as recyclability'. The matrix of polypropylene has been replaced by a matrix of PLA (sugar cane). 'With this adaptation, the biocomposite will be produced with materials that are over 90% made from renewable resources,' it is stressed.

'The chassis will be constructed out of a sandwich panel combining the biocomposite with a honeycomb-structured core from sugar cane (PLA). Due to the fact that the entire sandwich panel only consists of two materials (PLA and flax), it is now fully recyclable.'

The circular economy was a key consideration during Noah's design process through a focus on sustainable production, use and recyclability. With Noah weighing only 350 kg, he is a very efficient drive.

The complete drivetrain has been optimised and, using a system called Smesh Gear, the car will reach an efficiency of 97% during acceleration and even 100% at constant speeds.

The electromotors are powered by six modular batteries that enable easy battery swapping and the possibility of gradually introducing improved battery technologies when available.

To help make Noah future-ready, he is equipped with NFC scanners in his doors such that these can be opened by any mobile device. Noah will immediately recognise the user and set the car to his or her personal preferences, thus assisting with car-sharing Noah will be ready in June 2018 and then introduced to the public through trips to several major European cities.

---

**Food Navigator.com - 01/03/2018**

**FDA issues guidance on added sugar, dietary fiber, serving sizes**

1-Mar-2018 By Elaine Watson

The FDA has unveiled guidance on added sugars, serving sizes and dietary fibers to help manufacturers implement the new Nutrition Facts label, and says it's working on a plan to incentivize manufacturers to make healthier products and "provide consumers with helpful tools to make healthy food choices, including clarity on food label claims."

<https://www.foodnavigator-usa.com/Article/2018/03/01/Nutrition-Facts-FDA-issues-guidance-on-added-sugar-dietary-fiber-serving-sizes>

---

**Sugaronline Ebriefing - 02/03/2018**

**US: Trend away from sugar consumption seen growing**

Speakers addressing consumer trends at the International Sweetener Colloquium in Orlando on Feb. 13 said sugar avoidance was a macro trend "that is here to stay and will only increase," adding that younger consumers also are avoiding artificial sweeteners but that "more natural" stevia has tremendous growth potential, according to the US's Food Business News.

"We see tremendous upside for stevia and believe there is market space for other 'more natural' alternatives to sugar," Chris von der Linden, senior vice-president, Consumer Shopper Marketing, and John Crawford, vice-president, Client Insights-Dairy, with Information Resources Inc. (I.R.I.), said in a joint presentation at the Colloquium. Stevia has delivered more than any other alternative sweetener on "not sugar and not artificial," they concluded, based on data over the 52 weeks ended Dec. 31, 2017.

von der Linden said younger consumers through Generation X (born between 1965 and 1980) favor stevia and sugar alcohols while older generations, often on low-sugar diets, are more likely to purchase aspartame and sucralose.

Further, consumer brands made more "naturally sweetened" claims and reduced claims of artificially sweetened in 2017, they said, although Mr. Crawford pointed out that yogurt as a category was adding to consumer confusion about "good" versus "bad" sweeteners as it is offered in varying forms from "naturally sweetened" to "artificially sweetened" to "made with sugar" to "no sugar added," among others.

I.R.I. surveys show that 58% of consumers across generations are avoiding sugar, Mr. von der Linden said, with 50% avoiding adding sugar to their food and beverages and 30% avoiding consuming products with sugar in the ingredient list. Of those avoiding sugar, 85% are doing so for health reasons and 58% for weight concerns.

Many consumers are consciously monitoring sugar intake, but most are not following a specific eating plan, von der Linden said. Forty-five percent check the number of grams of sugar in a product before buying it, while 55% check to see what kind of sweetener is used.

Ninety percent of consumers indicated they had purchased sugar in the past 12 months, with 73% having purchased honey, which is viewed as the "best for you" sugar alternative, von der Linden said. At the same time, most consumers had not bought artificial or alternative sweeteners or products containing, with high-fructose corn syrup at 32%, Splenda at 24%, stevia at 20% and all others below 17%.

I.R.I. surveys showed sugar and Splenda purchases were expected to decline in the next 12 months, while stevia and honey purchases were seen growing.

In the 12 months ended Dec. 31, 2017, stevia with a gain of 20% was the only product to show growth in alternative sweetener claims, Crawford said, compared to declines of 24% for aspartame, 9% for sucralose and 5% for sugar alcohols, with the overall alternative sweetener category down 6% with sales of US\$2.4 billion.

Consumers rated honey at 73% "better for you than sugar," compared with 43% for stevia and 3% for HFCS, which had 80% as "worse for you than sugar," according to the I.R.I. data presented.

Crawford said 44% of consumers classified as healthy eaters cite low in sugar as a consideration when buying food and beverages, second only to fresh/not processed at 52%.

Stevia claims were small but growing in the carbonated beverage, chocolate candy and juice sectors, Crawford said, with beverages being by far the largest segment for stevia with US\$46.8 million in sales and yogurt the next closest at US\$5.5 million.

---

**ECRUU Sugar News Monitor - 2 March 2018**  
**EUROPE - Lego & Deliveroo look to sugarcane plastic**

Lego announced that it has started using sugarcane-based polyethylene supplied by Brazil's Braskem to make some of its elements at its Billund, Denmark, plant. In the UK, Deliveroo said it will now encourage manufacturers to switch to sustainable plastic packaging, such as sugarcane boxes. ([Plastics Today](#) & [Sky News](#))

---