



# International Sugar Organization

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**EXECUTIVE DIRECTOR**

**Press Release(18)24  
(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.

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### **Food Navigator USA - 15/03/2018**

#### **FlavorHealth seeks to commercialize novel natural high intensity sweetener with a more sugar-like taste than stevia**

15-Mar-2018 By Elaine Watson

New Jersey-based FlavorHealth – best known for using high-throughput cell-based screening to identify natural compounds that enhance sweetness and saltiness and reduce bitterness – is aiming to commercialize a novel natural high-intensity sweetener with a flavor profile it claims is much closer to sugar than stevia.

<https://www.foodnavigator-usa.com/article/2018/03/15/flavorhealth-seeks-to-commercialize-novel-natural-high-intensity-sweetener-with-a-more-sugar-like-taste-than-stevia>

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### **Food Navigator USA - 15/03/2018**

#### **New products from KIND Snacks offer reduced sugar for healthier alternatives to competing options**

19-Mar-2018 By Elizabeth Crawford

For KIND Snacks, rising consumer concern about sugar and upcoming changes to the Nutrition Facts panel that will more boldly highlight the nutrient represent an opportunity – rather than a threat – to set itself apart from the competition with new products that have reduced sugar but not reduced taste.

<https://www.foodnavigator-usa.com/article/2018/03/19/new-products-from-kind-snacks-offer-reduced-sugar-for-healthier-alternatives-to-competing-options>

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## Food Navigator USA - 19/03/2018

### Orkla refreshes sustainability goals to include sugar and salt reduction

19-Mar-2018 By Will Chu

Norwegian-based food firm Orkla places an emphasis on lowering salt and sugar in its products as part of a sustainability drive that also includes a curb on food waste.

<https://www.foodnavigator.com/article/2018/03/19/orkla-refreshes-sustainability-goals-to-include-sugar-and-salt-reduction>

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## Sugaronline Ebriefing - 20/03/2018

### BRAZIL: Toyota launches prototype of hybrid flex-fuel vehicle

A prototype of the world's first hybrid flexible-fuel vehicle (Hybrid FFV), debuted in an event Toyota held Monday in Sao Paulo, Brazil, reports **Sugaronline**.

Stakeholders including the state government, universities, and the sugarcane association UNICA attended the event. The prototype is the combination of a flexible-fuel vehicle (FFV) that can be powered by both gasoline and alternative fuels such as ethanol, and Toyota's famous hybrid system which combines a combustion engine and an electrical powertrain.

Hybrid FFV is a new powertrain system that Toyota is developing with an aim to popularize Hybrid Electric Vehicles in Brazil and contribute to the environment through reduction of CO2 emissions. Hybrid FFV has the potential to drastically reduce total CO2 emissions as it is built on Toyota's hybrid system that has high energy efficiency and low emission levels and it also leverages the CO2 reabsorption capacity of ethanol, a plant-derived 100% renewable fuel. The prototype uses the Toyota Prius as a base model, which is currently sold and becoming popular in Brazil.

Toyota's initial studies indicate that Hybrid FFV has a great advantage in environmental performance compared to a standard FFV, when we estimate CO2 emissions starting with the extraction of the raw material, through its distribution at the fuel pumps to the ignition in the combustion process of the car. If it is fueled only by sugarcane-based ethanol (E100 fuel), the results are even better.

The development of Hybrid FFV represents one of Toyota's efforts to achieve its "Environmental Challenge 2050" where it challenges itself to reduce vehicle CO2 emissions by 90% in comparison with 2010 levels, by 2050. Another objective of the Environmental Challenge is to completely eliminate CO2 emissions from the vehicle lifecycle, including materials, parts and manufacturing. In line with that goal, Toyota also targets to have more than 5.5 million electrified vehicles in its global new vehicle sales by 2030.

"I am very proud of our Toyota do Brasil engineers that worked closely with our engineers in Japan to develop the world's cleanest hybrid vehicle that uses ethanol for our Brazilian customers. The invention demonstrates our journey in providing a new mobility society," said Steve St. Angelo, Senior Managing Officer of Toyota Motor Corporation serving as CEO of Toyota Latin America Region and Caribbean, as well as Chairman of Toyota do Brasil.

Toward the commercialization of Hybrid FFV in Brazil, Toyota will collect various data through real-world road testing in Brazil going forward and evaluate the system's reliability, durability, and powertrain performance.

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### **Beveragedaily.com – 20 March 2018**

#### **Coca-Cola works with US State Department on blockchain pilot to combat forced labor**

20-Mar-2018 By Mary Ellen Shoup

Coca-Cola and the US Department of State have jointly launched a blockchain pilot program in an effort to combat forced labor worldwide. The BitFury Group and Emercoin will build the blockchain platform for the pilot, which will include a secure, transparent registry for workers and their contracts.

<https://www.beveragedaily.com/article/2018/03/20/coca-cola-works-with-us-state-department-on-blockchain-pilot-to-combat-forced-labor>

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### **New York Times – 19 March 2018**

#### **4 Easy ways to cut down your sugar intake**

"If you've vaguely but assuredly "known" that the cause of the obesity epidemic in the United States is fats, you're not alone. You are, however, *wrong*.

The sugar industry has conducted a decades-long blitz to convince consumers that fats — not sugars — are the driving force behind America's weight problem, The Times's Op-Ed columnist David Leonhardt writes in our [guide to quitting sugar](#)."

<https://www.nytimes.com/2018/03/19/smarter-living/4-easy-ways-to-cut-down-your-sugar-intake.html>

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