



EXECUTIVE DIRECTOR

**Press Release(18)44
(English only)**

09 July 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.

FoodNavigator.com – 05 July 2018

Rabobank: What can big food companies do to rebuild consumer trust?

05-Jul-2018 By Mary Ellen Shoup

Big food manufacturers have increasingly recognized that their scale and robust supply chains aren't enough to stay competitive and turn around years of little to no growth, and are refocusing their efforts on restoring consumer trust, says Rabobank.

<https://www.foodnavigator.com/article/2018/07/05/rabobank-what-can-big-food-companies-do-to-rebuild-consumer-trust>

FoodNavigator.com – 05 July 2018

Consumers are equating 'clean' with 'healthy', Mintel finds

05-Jul-2018 By Mary Ellen Shoup

The term 'clean' is popping up more and more in food branding and in consumer vernacular, but its definition is as foggy as 'natural' and 'healthy,' according to Mintel.

<https://www.foodnavigator-usa.com/article/2018/07/05/consumers-are-equating-clean-with-healthy-mintel-finds>

ECRU Sugar News Monitor - 6 July 2018

GERMANY - Organic beet farming grows on strong demand

Organic farmers are taking to growing beet as the domestic demand for organic products is growing at 7% per year. Nordzucker today gets organic beet from more than 50 farmers compared to 30 in 2017. Similarly, Sudzucker said it was looking for more organic beet farmers. Separately, a farmer from Rhineland warned that the ban on neonicotinoids could erode beet earnings by 30-40%. ([Topagrar](#) & [Proplanta](#) & [Echo](#))
