



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.

Sugar Online - Ebriefing 8 August 2018

US: Consumers still ruled by taste even if they think they should cut sugar

Consumers may be focused on sugar in their attempt at living healthy, but taste remains the primary factor influencing buying decisions, while confusion also reigns, speakers said on Aug. 7 at the International Sweetener Symposium, sponsored by the American Sugar Alliance, which represents sugar beet and cane growers, processors and refiners, according to the US's Food Business News. Lynn Dornblaser, director of innovation and insight at Mintel Ltd., said that in the concept of health and w...

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ECRUU Sugar News Monitor - 9 August 2018

WORLD - Sugar content does not influence food purchases: experts

Studies suggest that taste remains the most important factors when people buy food, much more than healthiness, according to a Mintel expert. She added that when consumers look for healthy products, the sugar content matters less than freshness, as consumers are increasingly focusing on natural and organic food, instead of processed food. She urged sugar producers to better communicate with consumers to counter misinformation and understand their preferences.

In Britain, meanwhile, a survey found that 62% of consumers made no change in their purchasing behaviour after a levy was introduced on sugar-sweetened beverages. Only 1% of the surveyed stopped buying soft drinks after the tax, compared to 11% who planned to give up soda drinks before the tax was imposed. But a Nielsen official noted that beverage makers have been cutting down on added sugar so that most sweetened beverages do not attract the tax. ([Food Business News](#) & [Talking Retail](#))

Sugar Online - Ebriefing 9 August 2018

US: FDA approves Brazilian GMO sugarcane

The US Food and Drug Administration (FDA) has concluded that it is safe to consume sugar produced from the genetically modified sugar cane developed by the Sugarcane Technology Centre (CTC) [in Brazil], according to Reuters. "Based on the information and documents presented, the FDA concluded that both raw and refined sugar produced from Brazil's first genetically modified variety are as safe for consumption as from conventional varieties," the CTC said, noting that the US agency&...

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Sugar Online - Ebriefing 10 August 2018
UK: Coca Cola says sugar tax in line with expectations

Coca-Cola Zero Sugar is enjoying a barnstorming year so far in the UK for Coca-Cola European Partners, the group's head as said, with the country's recently-introduced sugar tax bringing in improved sales in the country, according to the UK's Just Drinks. Yesterday, CCEP reported its results for the first six months of 2018, with sales in the period inching up by 1%. As a result of the arrival of the UK's Soft Drinks Industry Levy (SDIL) in April, the company's sales in the country rose by ...

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Sugar Online - Ebriefing 13 August 2018
US: Sugarcane genome finally mapped

The last major cultivated plant that didn't have its genome sequenced has finally gotten its day in the colinearity sun. The sugarcane genome has entered the modern molecular biology era, according to the American Council on Science and Health. The reasons it took so long were challenges with conventional sequencing techniques because the sugarcane genome is so complex. It has large numbers of copies of each chromosome category (high polyploidy), varying numbers of copie...

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