



EXECUTIVE DIRECTOR

**Press Release(18)63
(English only)**

8 October 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.

Food Navigator.com - 5 October 2018

Juice Products Association's Sip Smarter campaign counters sugar concerns with health benefits

05-Oct-2018 By Elizabeth Crawford

With juice caught in the war on sugar's crossfire, the Juice Products Association has launched a new educational campaign and website touting science-backed health and nutritional benefits of the category in an effort to salvage sales and regain consumers' trust.

<https://www.foodnavigator-usa.com/article/2018/10/05/juice-products-association-s-sip-smarter-campaign-counters-sugar-concerns-with-health-benefits>

ECRUU Sugar News Monitor - 4 October 2018

EUROPEAN UNION - Low sugar prices hit isoglucose producers

European starch makers are increasingly thinking of tapping the demand for protein and bioplastics as low sugar prices have resulted in isoglucose sales falling 13% on year in Jan-Jun to 45,000mt instead of rising after the end of quotas, StarchEurope's MD said. ([Confectionary News](#) & [Food Navigator](#))

Food Navigator.com - 4 October 2018

Yes, you can make 'no sugar added' claims on 100% juice, CA judge tells Kroger

04-Oct-2018 By Elaine Watson

While 100% juice does not typically contain added sugar (it's just juice), that doesn't automatically make 'no added sugar' claims on such products misleading, a CA judge has ruled in a case vs Kroger.

<https://www.foodnavigator-usa.com/article/2018/10/04/yes-you-can-make-no-sugar-added-claims-on-100-juice-ca-judge-tells-kroger>

Sugar Online - Ebriefing 04-10-2018

COLOMBIA: Cane industry demands negotiation of trade disputes with Peru and Ecuador

Colombia's sugarcane growers association Asocaña expects the Ministry of Agriculture and Trade to negotiate with Peru the end of a 10% tariff on Colombian sugar and other items, according to La República de Colombia news website. On Aug. 6, Peru announced the additional 10% tariff to ten goods imported from Colombia, including sugar, a measure authorized by the Court of Justice of the Andean Community (CAN). "What is happening to us now with Peru and Ecuador regarding tariffs..."
