



EXECUTIVE DIRECTOR

**Press Release(18)71
(English only)**

7 November 2018

Various sugar related articles

The Executive Director would like to draw your attention to the article below which is relevant to the sugar sector.

Food Navigator.com 05-11-2018

Sugar tax would have minimal impact on high-sugar beverage consumption, study reveals

05-Nov-2018 By Pearly Neo

Fiscal incentives like a sugar tax and lower-sugar subsidies to reduce sugar-sweetened beverage (SSB) consumption are unlikely to be effective, a new Singapore study reveals.

<https://www.foodnavigator.com/article/2018/11/05/sugar-tax-would-have-minimal-impact-on-high-sugar-beverage-consumption-study-reveals>

Villager Goods extends into kids category with launch of no-sugar-added drinks

05-Nov-2018 By Mary Ellen Shoup

Addressing a growing consumer need for organic and affordable kids products that are lower in sugar, Villager Goods' newly-launched brand Little Villager will be hitting shelves at 300 Target locations as well as online through Target.com.

<https://www.foodnavigator-usa.com/article/2018/11/05/villager-goods-extends-into-kids-category-with-launch-of-no-sugar-added-drinks>

'A window to the world': How 'Big Food' is leveraging open innovation

05-Nov-2018 By Katy Askew

Large corporations are increasingly using open innovation as a way to tap into the entrepreneurial energy of start-ups. Seeking out investment targets, these "pirate mavericks" often have to challenge corporate culture in their search for collaboration.

<https://www.foodnavigator-usa.com/article/2018/11/05/a-window-to-the-world-how-big-food-is-leveraging-open-innovation>

Food Navigator.com 06-11-2018

'The words entrepreneur, organic and fair trade have become abused and institutionalized'

06-Nov-2018 By Jenny Eagle

Rude Health co-owner Nick Barnard talks about the challenges and hurdles he overcame to launch his food lifestyle brand, claiming people are more promiscuous than ever about their shopping habits, and businesses need sustainable friendships and relationships for success.

<https://www.foodnavigator.com/article/2018/11/06/the-words-entrepreneur-organic-and-fair-trade-have-become-abused-and-institutionalized>

From 7 days to 2 seconds: Blockchain can help speed trace-back, improve food safety & reduce waste

06-Nov-2018 By Elizabeth Crawford

Once the "biggest skeptic" of how blockchain technology could benefit the food and beverage industry, Frank Yiannas, the VP of food safety for Walmart, says he experienced a near "religious conversion" after working with IBM to digitize the food supply chain.

<https://www.foodnavigator-usa.com/article/2018/11/06/from-7-days-to-2-seconds-blockchain-can-help-speed-trace-back-improve-food-safety-reduce-waste>

Trendy diets lead to dangerous disorders, warns nutritionist

06-Nov-2018 By Nikki Cutler

Trendy diets touted on social media are leading people to have serious nutritional deficiencies and irreversible illnesses, a nutritionist has warned.

<https://www.foodnavigator-usa.com/article/2018/11/06/trendy-diets-lead-to-dangerous-disorders-warns-nutritionist>