



# International Sugar Organization

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## EXECUTIVE DIRECTOR

Press Release(19)20  
(English only)

12 April 2019

### 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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#### Sugar Online – Ebriefing 10-04-2019

##### **VENEZUELA: Sugarcane production falls 78% in 10 years**

Venezuela's sugarcane production decreased 78% in 10 years, shows data by the Federation of Associations of Agricultural Producers in Venezuela (Fedeagro), according to Minuta Agropecuaria news website.

##### **AUSTRIA: AGRANA and Amalgamated Sugar break ground on betaine plant**

Agrana and The Amalgamated Sugar Company have started work on a EUR40 million (US\$40 million) betaine crystallisation plant in Austria, according to FoodBev.

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#### Food Navigator.com 10 April 2019

##### **KIND challenges snack makers to better disclose sugar & sweeteners in products with an 'X-ray' popup**

10-Apr-2019 By Elizabeth Crawford

<https://www.foodnavigator-usa.com/article/2019/04/10/kind-challenges-snack-makers-to-better-disclose-sugar-sweeteners-in-products-with-an-x-ray-popup>

##### **Why 'beating up the food industry' won't solve the UK's obesity crisis**

10-Apr-2019 By Oliver Morrison

<https://www.foodnavigator.com/article/2019/04/10/holistic-approach-needed-on-obesity>

##### **'Creating an innovation powerhouse': Nestlé establishes Swiss R&D accelerator**

10-Apr-2019 By Katy Askew

<https://www.foodnavigator.com/article/2019/04/10/creating-an-innovation-powerhouse-nestle-establishes-swiss-r-d-accelerator>

**Could PEF from sugarcane be more economical than PET at scale?**

10-Apr-2019 By Richard Whitehead

<https://www.foodnavigator.com/article/2019/04/10/pilot-seeks-to-find-out-if-pef-from-sugarcane-could-be-more-economical-than-pet-at-scale>

**Sugar Industry No. 4 (2019)**

**GERMANY**

**Pfeifer & Langen entries plant protein market with 60% of Amidori**

Pfeifer & Langen Industrie- und Handels-KG has entered the plant protein market by acquiring 60% of the shares in Amidori Food Company. Amidori employs around 100 people and is specialized in the development and sale of meat-replacement products. Located in Bamberg (Bavaria), it has a second production facility in Wals-Siezheim (Austria). The plant protein, which is mainly derived from pea starch supplied by Emsland group, is marketed under the brand name Midori. Pfeifer & Langen owns stakes in the chip and snack manufacturer Intersnack Group GmbH & Co. KG, the instant product and chocolate manufacturer Krüger GmbH & Co. KG, the bread spread manufacturer Graf-schafter Krautfabrik Josef Schmitz KG, the trading and production company of organic and conventional superfoods Naturkost Übelhör GmbH & Co. KG and Savanna Ingredients GmbH, which is responsible for the development and sale of allulose and cellulose.

**ITALY**

**Italia Zuccheri launches social media and marketing campaign**

Italia Zuccheri, the trade arm of Italian cooperative sugar maker CoProB, has hired advertising firm Magilla of Bologna to launch a new digital and marketing strategy, Magilla told Sugar Industry. The strategy encompasses Italia Zuccheri's website revamp, the definition of a social media campaign with the dual aim of raising awareness of Italian production and increasing brand awareness. The new website of Italia Zuccheri is aimed at both a B2C and a B2B audience while Magilla's strategy is not built around the product, but rather on sugar producers and on the need to support the beet sector in Italy by purchasing sugar made in Italy.