



International Sugar Organization

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EXECUTIVE DIRECTOR

**Press Release(19)38
(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 29-07-2019

AUSTRALIA: Mackay Sugar approves Nordzucker takeover

Shareholders of Australia's Mackay Sugar have voted in favor of the takeover offer from Nordzucker, according to Reuters.

The acquisition offer was approved by 75% of Mackay's shareholders, the company said.

Nordzucker said in February it had agreed to buy a 70% stake in Mackay as part of its strategy to expand outside Europe.

Paul Schembri, chairman of the committee representing the Mackay's shareholders, said the transaction would help to secure the future of Mackay Sugar. "This will be a huge relief for growers who have been living with great uncertainty after several seasons of poor milling performance, with breakdowns and crops left in the paddock," he said.

Nordzucker has said it would pay AUD60 million (US\$41.4 million) for the stake and would give a loan of up to AUD60million to the company.

Sugar Online – Ebriefing 25-07-2019

MEXICO: Health commission approves plan to add alert label on sugary foods and beverages

Mexican food and beverages with high sugar and fat content may have to display an alert on their packaging as per a plan approved by the Health Commission of the country's Chamber of Deputies on July 24, according to Mexico's El Universal news website.

The alert would have to be added to product exceeding sugar, fat, sodium, and other content limits defined by the country's Secretary of Health. Food and beverage items would also have to display easily visible and understandable nutritional information on their labels.

The Secretary of Health may also determine that certain products should display images on their labels to alert consumers when it deems necessary.

The approved proposal is now scheduled to be evaluated in a plenary session at the Chamber in September.

FoodNavigator.com – 26 July 2019

How Unilever is driving the digital conversation: Relevance, quality, segmentation and targeting

26-Jul-2019 By Katy Askew

Anglo-Dutch consumer goods giant Unilever is focused on developing connections with consumers through its digital strategy which is focused on four key planks: relevance, quality, segmentation and targeting.

<https://www.foodnavigator.com/article/2019/07/26/how-unilever-is-driving-the-digital-conversation-relevance-quality-segmentation-and-targeting>

FoodNavigator.com – 26 July 2019

Consumer engagement in sustainability is 'low': Can an accessible story buck the trend?

26-Jul-2019 By Katy Askew

New research from Lumina Intelligence concludes that consumer engagement with sustainability claims is currently 'low'. But mission-based brands supporting a clear cause could point the way to reversing this trend.

<https://www.foodnavigator.com/article/2019/07/24/consumer-engagement-in-sustainability-is-low-can-an-accessible-story-buck-the-trend>

'Virtual knockoff': Mondelez Canada warns of growing trend towards marketing edibles by ripping off popular snacks and candies

26-Jul-2019 By Elaine Watson

While imitation may be the sincerest form of flattery, ripping off a beloved children's candy brand (SOUR PATCH Kids) in order to sell THC-infused gummies is no laughing matter, says Mondelez Canada in a trademark infringement lawsuit against edibles brand STONEY PATCH.

<https://www.foodnavigator-usa.com/article/2019/07/26/virtual-knockoff-mondelez-warns-of-growing-trend-towards-marketing-edibles-by-ripping-off-popular-snacks-and-candies>
