



International Sugar Organization

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EXECUTIVE DIRECTOR

**Press Release(19)50
(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 22-10-2019

US: Mexico sugar deals invalidated

The US Court of International Trade ruled on Oct. 18 that changes made by the Trump administration to two deals with the Mexican industry to avert American duties on Mexican sugar must be invalidated, according to Bloomberg Law.

The Commerce Department's failed to maintain contemporaneous records of meetings it held with interested parties during negotiations, which violated the law and prejudiced America's CSC Sugar LLC, as the refiner that was not included in these conversations, the Court found.

FIJI: New sugar branding in bid to increase exports

The Fiji Sugar Corporation has unveiled its new "Sugars of Fiji" retail and export brand as it targets new international markets, according to FBC News.

The rebrand was funded through the Australian Aid's Market Development Facility (MDF) program.

Products will soon enter the New Zealand and UK markets, and efforts were being made to start distribution in Australia and the USA, said FSC Chief Executive Officer, Graham Clark.

The new brand features Fiji blue, symbolic of the national flag and the Pacific Ocean while depicting fields of sugarcane across Fiji's main islands Viti Levu and Vanua Levu.

FSC owns and operates three sugar mills located at Lautoka, Ba, and Labasa.

The sugar industry contributes about 1.2% of Fiji's GDP and generated about 4.3% of total exports in 2018 based on the provisional data from the Reserve Bank of Fiji.

MEXICO: Sugar industry demands new food labeling to distinguish sugar from HFCS

Mexico's sugar industry is demanding a clear distinction between sugar and high-fructose corn syrup (HFCS) in the new food labels proposed for processed foods in the country, according to Mexico's Milenio news website.

Alberto Santos Boesch, president of sugar processor Ingenios Santos, said that the term “sugars” on food labels is “too general” and that the Mexican consumers have the right to decide if they want products with added sugar from cane or HFS.

He said that HFS causes health issues that are usually linked to sugar consumption.

The bill on Mexico’s new food labeling rules – which requires processed foods to carry front labels highlighting high contents of sugar, sodium or saturated fat – is now at the country’s Senate, after being approved at the lower house.

Food Navigator.com 18 October 2019

FOOD FOR KIDS: Are we making progress on childhood obesity?

18-Oct-2019 By Elaine Watson

Childhood obesity in the US affects almost one-in-five children aged 2-19yrs. Rates vary by age, but are highest among Hispanic and African Americans, and continue to rise. So what can we do about it, and are existing strategies failing children?

<https://www.foodnavigator-usa.com/article/2019/10/18/food-for-kids-are-we-making-progress-on-childhood-obesity>

Food Navigator.com 21 October 2019

Cargill launches ingredient it claims could herald a breakthrough in the stevia segment at SSW

21-Oct-2019 By Mary Ellen Shoup

Cargill is launching ClearFlo, a botanical extract ingredient, which it claims delivers a taste-enhancing breakthrough in the stevia space.

<https://www.foodnavigator-usa.com/article/2019/10/21/cargill-introduces-stevia-flavor-enhancer-clearflo-for-high-concentration-formulas>

Food Navigator.com 22 October 2019

ACSI: Customer satisfaction with food, soft drinks hold steady despite some headwinds

22-Oct-2019 By Elizabeth Crawford

Customer satisfaction in grocery food and beverages continues to outrank that of most other consumer good segments, but a slight reshuffling among the most trusted brands underscores a broader shift in shopper preferences from the once all-powerful national brands to smaller players and private label, according to the American Customer Satisfaction Index’s most recent Nondurable Products Report released today.

<https://www.foodnavigator-usa.com/article/2019/10/22/acsi-customer-satisfaction-with-food-soft-drinks-hold-steady-despite-some-headwinds>