



# International Sugar Organization

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## EXECUTIVE DIRECTOR

**Press Release(20)08  
(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.

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#### **Sugaronline – Ebriefing 24-02-2020**

##### **BARBADOS: Sugarcane harvest set to start on Feb. 24**

The sugarcane harvest in Barbados is starting on Feb. 24, and the national government has announced initiatives to revive the sector, according to Loop News Barbados.

Agriculture Minister Indar Weir said during the weekend that the government had planned initiatives to help the industry generate more profits in the next five years.

Barbados' sugarcane sector has been facing a lack of funding to buy fertilizers and other agricultural inputs, delayed payments and the effects of a drought.

The government plans to incentivize the local sugar industry to not only invest in bulk sugar for export markets but also focus on supplying directly to the domestic market. Weir has also said that the transformation of the local sugar industry will include increasing molasses output to supply the rum industry and producing renewable energy from sugarcane biomass.

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#### **Food Navigator.com 21.02.2020**

##### **Chocolate brands deny 'marketing timidity' of reduced sugar variants**

21-Feb-2020 By Oliver Morrison

Mars, Mondelez and Nestlé have insisted they are committed to their sugar-reduced items following accusations they do not back healthier versions of products with the necessary marketing spend.

<https://www.foodnavigator.com/article/2020/02/21/chocolate-brands-deny-marketing-timidity-of-reduced-sugar-variants>

##### **Junk food advertising: WHO calls for legally binding treaty to end 'predatory commercial practices'**

21-Feb-2020 By Flora Southey

The WHO-UNICEF-Lancet Commission is proposing a global, legally binding protocol to prevent brands marketing fast foods and sugary drinks to children.

<https://www.foodnavigator.com/article/2020/02/21/junk-food-advertising-who-calls-for-legally-binding-treaty-to-end-predatory-commercial-practices>

**Kellogg is back in the cereal game and is “playing to win” with aggressive advertising, innovation**

21-Feb-2020 By Elizabeth Crawford

After temporarily pulling back commercial support for cereal last year to offset other investments in the category, Kellogg Co. is going all in on the segment with ramped up advertising and innovative new launches planned across multiple iconic brands.

<https://www.foodnavigator-usa.com/article/2020/02/21/kellogg-is-back-in-the-cereal-game-and-is-playing-to-win-with-aggressive-advertising-innovation>

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**Food Navigator.com 24.02.2020**

**Brain health: The next big trend in functional beverages?**

24-Feb-2020 By Mary Ellen Shoup

Chris Miller, founder and CEO of nootropics brand Koios, believes that brain health has the potential to become an even bigger category in functional beverages than gut health.

<https://www.foodnavigator-usa.com/article/2020/02/24/brain-health-the-next-big-trend-in-functional-beverages>

**Warning over exposure to low and no-calorie sweeteners in pregnancy: ‘They may increase body weight and other cardiovascular risk factors’**

24-Feb-2020 By Katy Askew

A recent study raises concerns that maternal exposure to low and no-calorie sweeteners could have adverse health implications for babies – but the findings have been rebutted by the International Sweeteners Association (ISA).

<https://www.foodnavigator.com/article/2020/02/24/warning-over-exposure-to-low-and-no-calorie-sweeteners-in-pregnancy>