



International Sugar Organization

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EXECUTIVE DIRECTOR

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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.

FoodNavigator.com 25 June 2020

Sugar drink advertising spend increased 26% to over \$1bn in 2018 vs 2013, new report shows

25-Jun-2020 By Mary Ellen Shoup

Beverage companies spent \$1.04bn to advertise sugary drinks and energy drinks in 2018, a 26% increase compared to 2013, according to Sugary Drinks FACTS 2020, a new report from the Rudd Center for Food Policy & Obesity at the University of Connecticut.

<https://www.foodnavigator-usa.com/article/2020/06/25/sugary-drink-advertising-spend-increased-26-to-over-1bn-in-2018-vs-2013-new-report-shows>

Coronavirus fears further fragment grocery retail landscape with DTC ordering merging as favorite

25-Jun-2020 By Elizabeth Crawford

The ongoing coronavirus pandemic not only significantly accelerated the already steady consumer adoption of online shopping from grocery stores, it also drove business away from retailers to direct-to-consumer providers and online specialty product aggregators – a trend that likely will continue even as fear of COVID-19 ebbs, says one industry expert.

<https://www.foodnavigator-usa.com/article/2020/06/25/coronavirus-fears-further-fragment-grocery-retail-landscape-with-dtc-ordering-emerging-as-favorite>

Sugaronline – Ebriefing 19-06-2020

NETHERLANDS: Suiker Unie prepares to reveal new name

Royal Cosun owned sugar producer Suiker Unie will unveil the new strategy and name on July 2, according to Nieuwe Oogst.

CEO Paul Mesters called it a “future-proof name” and said that the new strategy and name are a response to changing consumer needs and new market opportunities.

In the past century, Suiker Unie has grown from being a small group of beet growers to key sugar producer in Europe and a global market player, with nine thousand growers.

Suiker Unie is looking at sugar beet as a source of innovative solutions, said Mesters. "Looking at the growing world population and decreasing resources, new circular and innovative solutions are needed. Sugar beet is completely circular," he said.

"We have been the largest green gas producer in the Netherlands for years and we extract vegetable proteins from beet leaves. Last year we adjusted our strategy, based on our new ambition. Both are the reason for a new company name, a new identity."

PAKISTAN: Almoiz Group sets up retail sugar sales points

Punjab-based Almoiz Group has set up sale points at its sugar mills to make sugar available to the public at the set rate of PKR70 (US\$0.43) per kilogram, according to ProPakistani. The initiative follows recent Islamabad High Court directives for the Pakistan Sugar Mills Association to provide sugar to the public at this controlled rate. All five sugar mills of the Almoiz Group are selling sugar from more than 50 sale points set up within the mills' premises in order to maximize availability. The Group has also started extending outlets into big cities including Peshawar, Islamabad, and Rawalpindi. Islamabad High Court ordered mills to sell sugar at PKR70 (US\$0.43) a kilogram at a hearing on June 11.

Sugaronline – Ebriefing 18-06-2020

AUSTRALIA: Sunshine Sugar set for new season

Sunshine Sugar's New South Wales cane harvest and crushing season has started with an estimated 1.6m tonnes of sugar cane expected to be harvested between June and November, reports Sugaronline.

Its Condong mill and the Harwood sugar mill have started crushing. The Broadwater sugar mill starts on June 22. All three sugarcane growing areas will see the fleet of new Mercedes Benz trucks hauling cane from farms to the factories.

Condong Mill area will also see the introduction of new Quad axle trailers. These trailers are forecast to reduce the number of truck movements to the factory by around 17%. As the areas in which we grow sugarcane have become more populated, it is imperative we balance running costs and community safety"; said Sunshine Sugar CEO, Chris Connors.

In addition to an upgraded truck fleet, the state-of-the-art Logistics Warehouse and Silo Storage Facility at the Harwood Mill and Refinery has now been officially opened.

"There is 4-5,000 tonnes of storage available, which is important for our new products, including our low GI sugar and additional diversification projects," Connors said. The facility, co-funded by the Government, has a dual-roller door system which includes a fast-acting emergency door, required for a food-grade building. It has also been built well above the 1-in-100 year flood level.

As an essential agriculture and food business, Sunshine Sugar has been operating with hygiene measures in place since the onset of the COVID-19 pandemic in Australia.

Connors commented: "The procedures we have put in place have allowed us to maintain full production in our refinery to keep up with a spike in consumer demand. These procedures will remain in place, and flow through to the broader harvesting and milling operations."

ZIMBABWE: Sugar Association moves to reassure market

The Zimbabwe Sugar Association says that the 2020/21 sugar milling season started on schedule and that sugar mills are currently operating at full capacity, with no major bottlenecks according to Bulawayo.

The sugar industry, which employs 20,000 people, expects to produce around 412,769 tonnes of sugar this season, compared to 400,068 tonnes in the prior season.

The Association said that it had noted that sugar was being traded at hugely inflated prices. Consumers are being made to pay in foreign currency, despite the fact that the industry sells and delivers sugar in Zimbabwe dollars.

All backlogs following the COVID-19 outbreak have virtually been cleared and normal deliveries are being scaled up to ensure that all areas across the country are fully serviced with immediate effect, it said.

It called on wholesalers and retailers to sell sugar at the recommended prices, with deliveries to be suspended to those identified as being involved in speculative activities.
