



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.

State Secretary Postpones Sugar Tax

THE HAGUE – There is to be no sugar tax for now, says Public Health, Welfare and Sports State Secretary Blokhuis in a letter to parliament. The sugar tax, meaning a higher price for sugary drinks, was intended to reduce the consumption of such drinks. The aim is to reduce obesity and the illnesses that stem from this, but according to the State Institute for Public Health and the Environment (RIVM), there is no hard evidence for this.

The RIVM surveyed initiatives in France, Norway and the UK. Long-term effects on health are not yet demonstrable, according to the RIVM, because the sugar tax has not been in effect for so long in these countries. Additionally, obesity is not solely the consequence of drinking sugary drinks.

Blokhuis says he will not introduce the tax yet, because he made other agreements under the National Prevention Accord to combat obesity. For example, soft drinks manufacturers have made an offer to reduce the quantity of sugar in their products.

Sugaronline – Ebriefing 15-09-2020

EUROPE: EU sugar production should fall this year due to pest attacks

Sugar production in the European Union and Britain is expected to fall to 16.1 million metric tonnes this year, from 17 million tonnes in 2019, due to pests and dry weather, according to Reuters.

The fall in production should make the bloc a net importer.

French growers' group CGB said this fall in sugar production is mainly due to lower sugar beet output in France, Europe's top producer.

Jaundice transmitted by aphids destroyed French sugar beet fields, reducing yields by 15% from the five-year average, according to CGB analyst Timothe Masson.

JAMAICA: Caribbean Flavours and Fragrances sees lukewarm response to sugar reducer

Caribbean Flavours and Fragrances (CFF), a Jamaica producer of flavorings for food and beverage companies, has seen a “lukewarm” response from the market to its sugar-reduction substitute, according to Jamaica Gleaner.

The company invested in its manufacturing plant last year to produce the sugar-reduction substitute FlavourFit, after the Ministry of Finance announced that manufacturers would be expected to reduce sugar content in beverages sold in Jamaica or pay higher taxes.

CFF chairman Howard Mitchell said the drive for reduced sugar was a big promotion, and the company expected the conformity with the new rules to be more widespread than it has been.

He still expects FlavourFit to do well in the future, especially considering the priority given to public health in the current scenario. Despite the lukewarm response from Jamaican beverage manufacturers, CFF said the sugar-reduction substitute had made a breakthrough in Suriname.

FoodNavigator.com

Fatphobia: Are UK policies contributing to weight bias and obesity stigma?

15-Sep-2020 By Flora Southey

How is the UK Government ensuring its messaging and interventions aren't further contributing to social stigma around obesity?

<https://www.foodnavigator.com/article/2020/09/15/fatphobia-are-uk-policies-contributing-to-weight-bias-and-obesity-stigma>

The key to Coca-Cola's innovation success: balance agility, discipline & consumer, customer needs

15-Sep-2020 By Elizabeth Crawford

For innovations to succeed they do not need to be perfect out of the gate, but they do need to offer a real benefit to companies, their consumers and their retailer and business partners at a scale that justifies the investment and risk, top executives with The Coca-Cola Co. said last week during Barclays Global Consumer Staples Conference.

<https://www.foodnavigator-usa.com/article/2020/09/15/the-key-to-coca-cola-s-innovation-success-balance-agility-discipline-consumer-customer-needs>
