



EXECUTIVE DIRECTOR

**Press Release(25)14
(English only)**

19 March 2025

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

Trump's 'zero-sum game' on trade reshapes global food and beverage supply chains in



The Trump administration's trade and health policies are complicating supply chains in several key areas, requiring CPG companies to take a proactive approach to maintain market share and margins

<https://www.foodnavigator-usa.com/Article/2025/03/18/trumps-trade-war-impacts-food-supply-chains/>

PepsiCo buys modern soda brand Poppi for \$1.95 billion in continued better-for-you push



PepsiCo tries to shake off recent market challenges with a revamped better-for-you portfolio, acquiring Poppi, Siete Foods and Sabra

<https://www.foodnavigator-usa.com/Article/2025/03/17/pepsico-snaps-up-fan-favorite-gut-health-soda-brand-poppi/>

Unilever reveals top 4 innovation-driving food trends



The future dishes appearing on foodservice and restaurant menus are key trend indicators for food manufacture. Here are the key takeaways from Unilever

<https://www.foodnavigator-usa.com/Article/2025/03/18/top-4-food-and-restaurant-trends-for-2025-from-unilever/>

UK food exports to EU down 34% since Brexit



Exports in food and beverage to the EU have decreased significantly more than the global average

<https://www.foodnavigator.com/Article/2025/03/14/uk-to-eu-food-exports-down-34-since-brexit/>

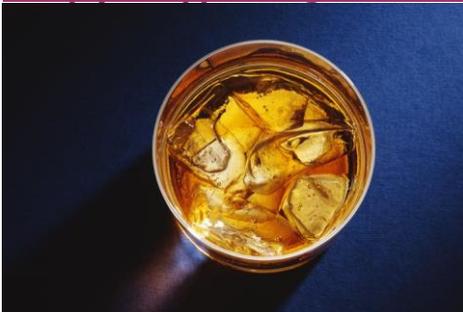
The meeting that shook the industry: RFK Jr vs Big Food sends shares plummeting



PepsiCo, Kellogg, General Mills, Smucker's and Kraft Heinz saw their stock prices tumble as Robert F Kennedy Jr delivered his anticipated ultimatum. Now, these food giants face a stark choice: remove artificial dyes or risk financial and regulatory fallout

<https://www.foodnavigator.com/Article/2025/03/13/rfk-jrs-artificial-dye-ban-shakes-market/>

'Deeply disappointing': US and EU spirits embroiled in trade war



US spirits arriving in Europe will be hit by tariffs from next month

<https://www.foodnavigator.com/Article/2025/03/13/american-whiskey-spirits-hit-by-trade-war-tariffs/>

ED & F Man Daily Research

Sugar Jumps to Highest in Nearly Three Weeks on Supply Outlook - Bloomberg - Sugar futures climbed to the highest in almost three weeks with some production estimates scaled back in the world's top growers Brazil and India. After industry estimates pointed to lower-than-expected output in second-largest producer India, concerns emerged over the country's capacity to keep exports going. Authorities allowed shipments of as much as 1 million tons this season. The smaller crop raises questions on how the country will fill the current export quota, analysts at StoneX wrote in a Monday note. There's also concern on how "production in the next cycle could be used to replenish stocks, reducing the export potential" in the upcoming 2025-26 season, the analysts added. The most-active raw sugar contract in New York climbed as much as 3.7%, to the highest since Feb. 26, before trimming gains. Dry weather in top supplier Brazil has also resulted in some producers and traders lowering estimates for the cane harvest in the

season that starts in April.

- **Egypt Buys 4M Tons Local Sugar Cane So Far in 2025: Holding Co. - Bloomberg**
- Egypt has produced 450,000 tons of sugar cane since start of local purchasing season in January, according to Alaa Nagy, executive chairman of Holding Co. For Food Industries. Expects to produce 660,000 tons of sugar in 2025. Has bought 4 million tons of raw cane of the 6 million 2025 season target. Egypt bought 40,000 tons of beets since beginning of March, out of 1-million-ton target. Expects to produce about 130,000 tons in 2025

Sugaronline Ebriefing

FIJI: FSC promotes location-specific cane varieties

The Fiji Sugar Corporation (FSC) has succeeded in multiplying seeds of the Beqa sugarcane variety in its estates in Rarawai and Nadi, resulting in varieties with very high sugar content and tolerance to saline conditions after, according to FBC News.

In 2022, the company requested the Sugar Research Institute of Fiji (SRIF) to support rejuvenating and reviving some high-sugar and early-maturing sugarcane varieties. FSC chief executive officer Bhan Pratap Singh said the company aims to ensure that farmers have access to the best varieties suited to Fiji's unique conditions.

SOUTH AFRICA: Tongaat Hulett invests in facilities ahead of new season

Tongaat Hulett has invested ZAR460 million (US\$25.1 million) in its facilities during the offseason to ensure steady production during the upcoming harvest set to begin in April, according to IOL.

The funds were invested in improvements at its Maidstone, Amatikulu, and Felixton mills, its central refinery in Durban, and the Voermol animal feed facility.

The company said the investment underscored its commitment to maintaining world-class facilities and enhancing operational performance.

PAKISTAN: Sugar exports to Afghanistan fall in February

Sugar exports from Pakistan to Afghanistan in February declined by 52% on a monthly basis and 30% from the same month last year, according to The News.

The decline in exports to the lowest result in the current fiscal year is attributed to trade barriers and reduced demand for Pakistani goods in Afghanistan, according to the news report.

Sugar exports to Afghanistan declined after the sweetener accounted for the largest share of Pakistani exports to Afghanistan in the first eight months of the current fiscal year.

BRAZIL: Minister says E30 could reduce fuel prices, make Brazil self-sufficient

Brazil's minister of Mines and Energy, Alexandre Silveira, announced on March 17 that the adoption of E30 (30% anhydrous ethanol blend with gasoline) could reduce the fuel price at pump stations and make Brazil self-sufficient in gasoline, according to a [statement](#) released by the Ministry of Mines and Energy, reports Sugaronline.

The announcement was made during the presentation of test results conducted by the Mauá Institute of Technology, which proved the technical feasibility of E30.

The price of a litre of gasoline could be reduced by BRL0.13 (US\$0.02) per litre with a higher ethanol mix of 30%, according to the Ministry.

"We are taking another step towards transforming the Fuel of the Future law into a fuel of the present. E30 not only reduces costs for the consumer, but strengthens Brazil's economy and energy security," said Silveira.

The transition from E27 to E30 will prevent imports of 760 million litres of gasoline per year, boosting the national production of biofuels. The minister estimates this will represent an increase of 1.5 billion litres in ethanol demand and BRL9 billion (US\$1.6 billion) investment in the sector. The positive results of the tests with E30 represent another step forward in the implementation of the Fuel of the Future law, which establishes guidelines for the decarbonisation and modernisation of the Brazilian energy matrix.

The legislation allows the increase of the ethanol blending in gasoline to up to 35%, provided that technical feasibility is proven.

INDIA: NFCSF cuts 2024/25 sugar production estimate to 25.9 million T

The National Federation of Cooperative Sugar Factories (NFCSF) on March 17 [cut its estimate](#) for India's sugar production in 2024/25 to 25.9 million metric tonnes, from 26.5 million tonnes [projected earlier](#) this month, reports Sugaronline.

If the most recent estimate is confirmed, India's 2024/25 sugar production this season will be 18.8% lower than total output in 2023/24, when 31.9 million tonnes of sugar were produced. NFCSF has been reducing its estimate for sugar output in recent months.

As of [March 15](#), 23.71 million tonnes of sugar had been produced in India, down 16.1% year-on-year.