



EXECUTIVE DIRECTOR

**Press Release(25)32
(English only)**

14 July 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.

Sugaronline Ebriefing

Beverages industry opposes WHO call for tax on sugar-sweetened beverages

The International Council of Beverages Associations (ICBA) has expressed concern about the World Health Organisation's (WHO) push for a 50% sugar tax on sugar-sweetened beverages, stating that taxing sugary drinks hasn't improved health outcomes, according to a [statement](#) released on July 2.

"It's deeply concerning that the World Health Organization (WHO) continues to disregard over a decade of clear evidence showing that taxing sugar-sweetened beverages has never improved health outcomes or reduced obesity in any country. In fact, the WHO itself has repeatedly concluded that such taxes are not the best or most effective measure to address these complex issues," ICBA executive director Kate Loatman said in a statement.

"The beverage industry continues to advance collaborative and innovative solutions like broadening access to low- and no-sugar beverage options, supporting transparent labeling, and upholding the highest standards for responsible marketing. By working together on these proactive measures, we can deliver real, measurable progress toward global health priorities."

The WHO is urging countries to increase the real prices of sugary drinks, tobacco, and alcohol by at least 50% by 2035 through [health taxes](#), aiming to help curb chronic diseases and generate critical public revenue. The WHO said that a one-time 50% price increase on these products could prevent 50 million premature deaths over the next 50 years.

PHILIPPINES: Isabela State University partners with SRA to advance cane farming

The Isabela State University (ISU) has partnered with the Sugar Regulatory Administration (SRA) to implement a project focused on advancing sustainable sugarcane farming and improving productivity in Northern Luzon, according to a [statement](#) released by the university on July 1.

ISU and SRA have signed a Memorandum of Agreement (MOA) to implement the project "Rapid Propagation and Distribution of SRA Sugarcane High-Yielding Varieties in the Mill District."

The partnership is aimed at boosting sugarcane production in the region by propagating and distributing high-yielding varieties (HYVs), specifically to support smallholder farmers.

The project is part of SRA's Varietal Improvement Program under the Sugar Industry Development Act (SIDA) Fund.

BRAZIL: Datagro estimates impacts of US tariff on sugar and ethanol exports

Consultancy Datagro estimates that new tariffs announced by the US will generate an additional cost of approximately US\$27.9 million per year for the Brazilian sugar exports made under the tariff quota alone, according to O Globo.

This estimate assumes a sugar quota of 150,000 metric tonnes allocated to Brazilian exporters, at US\$371 per tonne, with a 50% tariff.

Brazil exported 309.72 million litres of ethanol to the US in 2024, at an average price of US\$0.587 per litre. With the new tariff, the additional cost for ethanol exports to the US could reach US\$90.9 million per year.

GERMANY: Nordzucker reaffirms plan to expand sugarcane activities

Nordzucker has reaffirmed its corporate strategy to strengthen the profitability of its core business and expand sugarcane activities during the company's annual general meeting this month, according to a [statement](#) released July 10.

"We are strengthening the profitability of our core business through targeted investments in sustainability and optimising our cost structure through comprehensive excellence programmes," said the company's chief executive officer (CEO), Lars Gorissen, about Nordzucker's Fields of Growth strategy.

"Simultaneously, we are consistently driving forward the growth and diversification of our company. Our plan is to significantly expand our sugarcane activities."

The company's supervisory board has shown support the company's plan.

"The Supervisory Board endorses the revised Fields for Growth corporate strategy. In a volatile market environment, it is crucial to act with foresight – the clear focus on sustainability, excellence and growth is an important step towards further and long-term stabilisation of the company," said the chairman of the supervisory board, Jochen Johannes Juister.

Nordzucker had already [announced](#) plans to expand its sugarcane business in its 2024/25 [earnings report](#) released in May, adding that sugar production from sugarcane offers the potential for higher and more resilient profitability in certain regions of the world compared to sugar production from sugarbeet in the EU.

BARBADOS: Sugarcane production totals 96,000 T

Barbados produced 96,000 metric tonnes of sugarcane in the 2025 season, with sugar production totaling 3.8 million kg, according to Barbados Today.

Molasses output reached 6.8 million kg.

Minister of Agriculture Indar Weir said the country's sugar industry remained consistent in delivering sugar "so that we can keep things sweet whilst we export the rum we produce." He also maintained that the government is still in charge of the industry.

PERU: Guatemala's Magdalena concludes acquisition of Agrícola del Chira

Guatemalan sugarcane processor Magdalena concluded on July 7 the acquisition of 80% of the shares of Peruvian company Agrícola del Chira, according to a [statement](#) filed by Alicorp with the Peruvian securities commission SMV, reports Sugaronline.

With the acquisition, initially announced [in April](#), Guatemalan sugarcane processor Magdalena takes control of sugar and ethanol companies Sucroalcolera del Chira and Bioenergía del Chira, which were owned by Grupo Romero.

The companies didn't disclose the value of the transaction.

UK: British Sugar and stakeholders explore potential construction of biogas fueling network

British Sugar hosted an event with truck manufacturers, gas providers and hauliers last week to explore the possibility of building a shared biogas fuelling network across East Anglia, the company said in a [press release](#) on July 8.

The idea was borne out of British Sugar's ambition to switch to renewable fuels across its logistics fleet, delivering a step change in its logistics emissions.

Later this year, British Sugar said will switch seven tankers from diesel to biofuels, with more trucks expected to make the switch in 2026.

Scania, Volvo, Iveco, Road Gas, ViGo Bioenergy and CNG Fuels, alongside several hauliers came together last week to discuss the opportunities and challenges around creating a biogas fuelling network in the region. Attendees also heard from those already running biogas trucks as part of their logistics fleet, for example British Sugar's sister company Primark.

There is no public fuelling network available across East Anglia which makes the switch to alternative fuels much harder given accessibility shortages, according to British Sugar.

"Our focus on reducing Scope 3 emissions from our logistics fleet continues and exploring options such as biogas and a shared fuelling network provide significant opportunities for our industry to switch to alternate fuels," British Sugar's Head of Logistics, Stewart Dickson, said in the statement.

"It was fantastic to see so many stakeholders together, in one place, and to hear views on the future of biogas in the region. We are continuing to explore the opportunity and hope to kick off some trial work over the course of the next sugar beet campaign."

FoodNavigator.com

Summerween sparks early candy sales as brands tap into spooky summer trends



Fueled by Gen Z demand and social media hype, Summerween is gaining traction as a new seasonal sales driver for confectionery and retail.

<https://www.foodnavigator-usa.com/Article/2025/06/26/is-summerween-the-next-candy-holiday/>

After all that, HFSS promotions ban scrapped in UK



The U-turn won't happen immediately, and food makers should still prepare for the ban

<https://www.foodnavigator.com/Article/2025/07/09/hfss-promotions-ban-scrapped-in-the-uk/>

How will the Europe-Mercosur deal impact food?



Trade between the two blocs will be substantially liberalised

<https://www.foodnavigator.com/Article/2025/07/09/europe-mercotur-deal-explained/>

It's official: Ferrero buys Kellogg in \$3bn deal



The rumours are true. Ferrero Group in Europe is acquiring cereals major WK Kellogg in North America

<https://www.foodnavigator-usa.com/Article/2025/07/10/ferrero-buys-wk-kellogg-co-in-3bn-deal/>

GLP-1 is changing taste: How can food makers reignite flavour?



When GLP-1 drugs make food taste dull, exciting taste buds will be the aim of the game

<https://www.foodnavigator.com/Article/2025/07/09/glp-1-and-taste-loss-how-food-brands-can-reignite-flavour/>

Americans lose their appetite for snack foods

Sales are falling despite big groups spending billions buying up well-known brands that offer sweet or salty treats

GREGORY MEYER — NEW YORK
MADELEINE SPEED — LONDON

Big Food's bet on America's appetite for snacks is turning sour. Biscuits, chocolate bars and potato crisps are among the snacks being left on the shelves as US consumers rein in spending, according to grocery scanner tracker Circana.

Sweet snacks are bearing the brunt of the pain: unit sales of sweet treats have declined by 6.1 per cent and salty snacks by 1.2 per cent in the US over the past year, according to Circana data collected by NielsenIQ.

The declines are the latest problem facing packaged food groups — such as PepsiCo, General Mills, JM Smucker and Campbell's — which are also threatened by constraints on food subsidies under US President Donald Trump's tax and spending bill.

Americans are reducing snack purchases after years of heavy-handed price rises by food manufacturers. Some lower-income consumers have responded by cooking more from scratch or cutting back on small luxuries, analysts say.

But some observers are wondering whether consumers' use of GLP-1 weight-loss drugs, such as Ozempic, or concerns about the health risks of eating ultra-processed foods will permanently reduce snacking.

The use of GLP-1 medications has already caused US grocery volume losses of between 1.2 per cent and 2.9 per cent, estimates Big Chalk Analytics, a consumer goods industry consultancy. Nik Modi, a consumer goods analyst at RBC Capital Markets, said "the big debate" swirling around the industry was whether the current struggles were a passing setback or the start of a longer-lasting behavioural shift.

"The prevailing logic... would suggest that it's something more structural in nature — and the whole advent of GLP-1s adds to that spectre," he said.

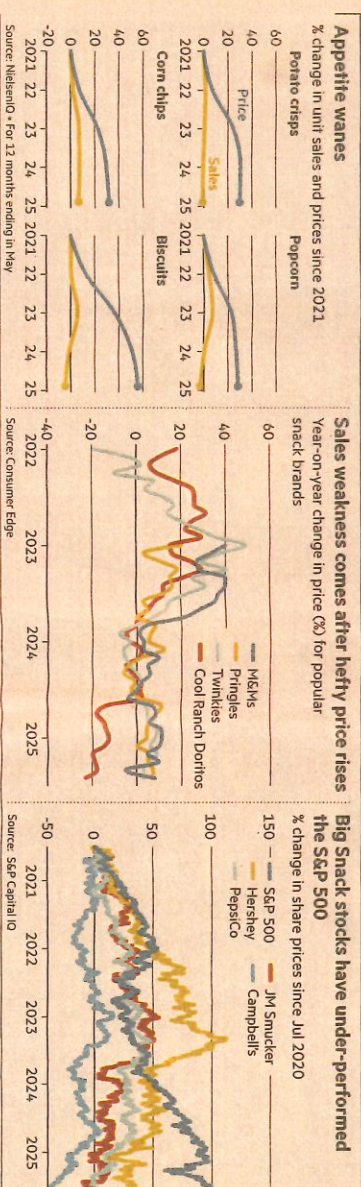
However, Modi added that he believed "a big chunk" of the sales decline was down to "the economy".

While sales are struggling across the packaged food sector, the decline in snack sales has been particularly severe. The trend is upsetting wagers made in previous years, when food companies gorged themselves on multibillion-dollar acquisitions of snacking brands to boost overall growth.

The rationale was that "snacks were going to save all the food companies", said Nicholas Fereday, a food analyst at Rabobank. "But that seems to have stopped working."

In 2018, Campbell's — then known as Campbell Soup — bought pretzel maker Snyder's-Lance for \$6.1bn. Then-chief executive Denise Morrison hailed a "transformative acquisition" that would increase sales from the "faster-growing snacks category". But sales of snacks dropped by 5 per cent year on year in Campbell's latest quarter.

A spokeswoman for the company, which also wrote down the value of its Snyder's of Hanover pretzel brand by \$150mn, maintained that the Snyder's-Lance deal transformed Campbell's into a more diversified, growth-oriented company. Many of



Changing tastes: Campbell's Snyder's of Hanover
Pretzels, Kellogg's, JM Smucker's
Doritos from PepsiCo face an uncertain growth path

Changing tastes: Campbell's snacks brands held the number one or two position in their categories, she added.
JM Smucker, famous for its jellies and jams, acquired Twinkles baker Hostess Brands for \$5.6bn in 2023. In June, the company reported a 14 per cent slide in underlying quarterly revenues at its sweet baked snacks division, which includes Hostess. Chief executive Mark Smucker told analysts consumers would keep snacking but some wanted smaller portion sizes or less sugar.
Other food giants jumped on the snacking trend, too. In 2022, Mondelez paid \$2.9bn for Clif Bar, a maker of nut butter bars, and Hershey bought Dot's Pretzels in 2021 for \$894mn. The chocolate maker followed that with a \$750mn deal for organic snacks group LesserEvil in April this year.
Kellogg spun off its breakfast cereal business in 2023 and renamed itself Kellogg's, a global snacking powerhouse. Mars, undeterred by the prevailing slowdown

"Logic... would suggest it's something more structural in nature — and the advent of [weight-loss drugs] adds to that spectre"

In snack sales, is seeking to close a \$35.9bn takeover of Kellogg's, whose products include Pringles.
Poul Weihrauch, Mars chief executive, told the Financial Times in an interview last August that "there's a growing trend of snacking around the world, which will continue to exist". He also noted the rise of more wholesome snacks in Kellogg's portfolio.
Some companies are introducing smaller pack sizes to tempt consumers who are feeling the squeeze. Campbell's is selling a 2.5oz (70g) pack of Goldfish crackers for less than \$2, while Mondelez chocolates range from bite-sized items to family sizes.
Others are introducing new flavours to revive sales, including General Mills, which is adding spicy varieties to products including Cheetos party mix and Bugles corn chips.
Sally Lyons Wyatt, executive vice-president at Circana, said that almost half of US consumers still snacked three or more times a day, a statistic that suggests they are snacking differently rather than stopping altogether.
Sales of snacks laden with salt and sugar are on the wane but healthier alternatives, including nutrition bars and yoghurt, are growing, according to market research firm Spins.
Peter Galbo, US consumer staples analyst at Bank of America, said that with budgets under pressure consumers were leaning either to spend more for a snack they perceive as healthier or trade down to a value brand.
He pointed to triple-digit sales growth of Boulder Canyon avocado oil crisps, made by Utz Brands, and to PepsiCo's value tortilla chip brand, which Galbo said was also growing "at a good clip".
Snack makers are also facing fiercer competition from fast-food restaurants, which have started offering \$5 meal deals. "When you can go to McDonald's and get a 1,300-calorie meal box for the same amount, you are going to take that over a bag of chips and a soda," Galbo said.

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