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**EXECUTIVE DIRECTOR**

**Press Release(25)33  
(English only)**

**24 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.

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**Sugaronline Ebriefing**

**US: Coca-Cola announces plans to launch a cane sugar-based Coke in the US**

Coca-Cola said on July 22 that it plans to launch a new cane sugar-based "offering" to expand its product portfolio in the United States, reports Sugaronline.

"As part of its ongoing innovation agenda, this fall in the United States, the company plans to launch an offering made with US cane sugar to expand its Trademark Coca-Cola product range. This addition is designed to complement the company's strong core portfolio and offer more choices across occasions and preferences," the company said in its [earnings report](#).

[Last week](#), US president Donald Trump said in [a post](#) on social media that he had spoken with Coca-Cola, and that the company had agreed on using "real cane sugar in Coke in the United States." Following Trump's post, Coca-Cola said "more details on new innovative offerings" within the Coca-Cola product range would be shared soon.

In its earnings report on July 22, Coca-Cola didn't say it would completely stop using high-fructose corn syrup in its US products. The company already uses cane sugar in drinks produced in other countries.

**EGYPT: Officials discuss plans and strategies for sugar industry development**

Egypt's Prime Minister, Mostafa Madbouly, has chaired a meeting on July 21 to follow up on efforts to develop the country's sugar industry and reduce reliance on imports, according to a [statement](#) released by the government's State Information Service.

Officials reviewed the government's plan to increase beet cultivation areas within sectors affiliated with the Future of Egypt Sustainable Development Authority, as well as the development of industries related to sugar production and opportunities to maximize the benefits from these industries and their products.

Efforts to implement environmental sanitation plans across sugar factories and measures to ensure sustainability within these factories were also discussed, along with the challenges facing these factories and future plans for modernisation and expansion.

The executive managing director of the Sugar and Integrated Industries Company, Salah Fathi, presented the company's capabilities for producing sugar from both sugarcane and sugarbeet. The company owns eight sugar factories that process sugarcane and operates an integrated industrial complex in Giza, which includes sugar refining from both cane and beet.

The company plans to increase the yield per acre of sugarcane and reach maximum capacity for its factories to meet the state's sugar needs.

### **COLOMBIA: USDA estimates 3.7% rise in 2025 ethanol output**

Colombia's ethanol production is estimated to increase by 3.7% in 2025 to 420 million litres, according to the latest [Biofuels Annual report](#) released by the USDA Foreign Agricultural Service's (FAS) Post in Bogotá.

Colombia's ethanol production increased 19% in the first quarter of 2025 (January-March) and sugarcane production is expected to continue its recovery in 2025, as weather conditions normalise with a decreasing influence of the La Niña phenomenon.

"In 2025, Colombia's biofuels sector continues to operate in an environment with unchanging blend mandates and modest growth in fuel demand," the FAS Bogotá Post said in the report.

Total fuel ethanol consumption is estimated to reach 955 million litres, with 100 million for industrial use, and assuming an unchanged national E10 mandate. Fuel ethanol imports are estimated to reach 440 million litres, primarily from the United States.

Most of Colombia's ethanol facilities are in the Cauca River Valley where sugarcane production is highly concentrated.

### **EUROPE: Crop monitor cuts sugarbeet yield forecast again due to pest outbreak in Germany**

The European Union crop monitoring service has once again reduced its forecast for sugarbeet yield in the region this season by 2%, as cicadas continued to spread in Germany, reports Sugaronline.

The EU 2025 sugarbeet yield is now estimated at 74.8 tonnes per hectare (t/ha), compared to 76.3 t/ha projected in June. The latest yield forecast is still above the 5-year average of 73.6 t/ha, according to the MARS bulletin [released July 21](#).

[In June](#), the EU crop monitor had already reduced its estimate for the region's sugarbeet yield by 2%, also citing pest outbreaks in Germany.

The spread of cicadas is causing Stolbur disease in sugarbeets and potatoes in Germany, particularly in the south. The sugarbeet yield for the German beet crop is now estimated at 74.7 t/ha, down 4% from the June estimate, 11% lower than in 2024, and 5% below the 5-year average.

In France, the sugarbeet yield estimate was lowered by 3% from the forecast released in June to 80.5 t/ha, which is still 2% higher than in 2024 and 5% above the 5-year average.

The EU crop monitor has also reduced sugarbeet yield estimates from the June forecast for Italy (-5% to 62.2 t/ha), Hungary (-4% to 56.2 t/ha), Finland (-1%, 41.5 t/ha), and Romania (-9% to 33.3 t/ha).

"Summer crop development in south-eastern Europe has been constrained by persistent rain deficit and high temperatures, notably in Hungary, Romania, Bulgaria, less prominently in southern Spain and in Italy. Biomass accumulation is below average, and yield reductions are expected," the MARS said in the bulletin.

### **US: USTR announces investigation into Brazil's ethanol trading practices**

The Office of the United States Trade Representative (USTR) has announced the start of an investigation of Brazil's trading practices related to ethanol market access, reports Sugaronline.

The USTR said in a statement that "Brazil has walked away from its willingness to provide virtually duty-free treatment for US ethanol and instead now applies a substantially higher tariff on US ethanol exports."

The investigation will seek to determine whether acts, policies, and practices of the Brazilian government related to the ethanol market access, digital trade and electronic payment services, illegal deforestation, preferential tariffs, anti-corruption interference, and intellectual property protection are "unreasonable or discriminatory and burden or restrict US commerce."

"USTR has detailed Brazil's unfair trade practices that restrict the ability of US exporters to access its market for decades in the annual National Trade Estimate (NTE) Report. After consulting with other government agencies, cleared advisers, and Congress, I have determined that Brazil's tariff and non-tariff barriers merit a thorough investigation, and potentially, responsive action," said Ambassador Greer in a statement.

US President Donald Trump had already outlined plans to target Brazil's ethanol trading practices in a memorandum on reciprocal trade and tariffs released in February.

"The U.S. tariff on ethanol is a mere 2.5%. Yet Brazil charges the US ethanol exports a tariff of 18%. As a result, in 2024, the US imported over \$200 million in ethanol from Brazil while the US exported only \$52 million in ethanol to Brazil," according to the [document](#).

Brazil's minister of Energy and Mining, Alexandre Silveira, said in February that it would be [unreasonable](#) for the US to apply a potential higher tariff on Brazilian ethanol, as the countries have historically negotiated ethanol and sugar trade together.

### **Global sugar consumption seen at 202 million T by 2034, driven by Asia and Africa – OECD**

The global sugar consumption is expected to increase by 1.2% per year over the next decade and reach 202 million metric tonnes by 2034, driven by population and income growth, mainly in Asia and Africa, according to the latest [Agricultural Outlook report](#) released by the Organisation for Economic Cooperation and Development (OECD) and the UN Food and Agriculture Organisation (FAO) on July 15, reports Sugaronline.

Asia and Africa are expected to contribute 64% and 29% of the world's total sugar consumption growth in the period, respectively.

"Dietary shifts driven by urbanisation and increasing disposable incomes are expected to be key drivers of the increase," the OECD-FAO said in the report.

In Asia, India is expected to contribute the most to the overall increase in sugar consumption, followed by Indonesia, Pakistan and China.

In Africa, Least Developed Sub-Saharan countries are expected to record the highest growth rate in per capita consumption, primarily due to increases in disposable income and higher spending on processed foods and beverages.

Global sugar production is estimated to increase to 205 million tonnes by 2034, 63% of which will come from Asia and 24% from Latin America.

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### **ED & F Man Daily**

**World's top sugar maker shuts large Brazil plant to cut debt** - Reuters News - Raizen SA, the world's largest sugar producer, said on Tuesday that it was shutting down for an indefinite period one of its largest plants in Brazil, the Santa Elisa mill, as the company continues to adopt measures to deal with a large debt load. Raizen, which is controlled by Shell and Brazilian

conglomerate Cosan SA, said that as a result of the plant's closure it had entered into agreements with six sugar companies to sell 3.5 million metric tons of sugarcane that would be processed by the Santa Elisa mill. It said the sale of that sugarcane would bring in 1.045 billion reais (\$188.18 million) that Raizen will use to cut its debt of over 30 billion reais. The Santa Elisa mill was a historical site for the Brazilian sugar and ethanol industry. The plant was founded 90 years ago in the main sugar belt of Ribeirao Preto, and helped consolidate Brazil's position as the world's largest sugar exporter.

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## **FoodNavigator.com**

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