



International Sugar Organization

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EXECUTIVE DIRECTOR

Press Release(21)44
(English only)

28 October 2021

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

Children are drinking fewer sugary drinks, but consumption still outpaces unsweetened juice – prompting call for tighter advertising standards



Researchers are calling on the beverage industry to close loopholes that allow limited advertising of sweetened beverages to children after discovering sales of children’s beverages with added sugar and non-nutritive sweeteners continue to outpace those of unsweetened juices.

<https://www.foodnavigator-usa.com/article/2021/10/26/children-are-drinking-fewer-sugary-drinks-but-consumption-still-outpaces-unsweetened-juice-prompting-call-for-tighter-advertising-standards>

PepsiCo launches two Digital Hubs: focusing on AI, machine learning and digitalization



PepsiCo has announced the establishment of the company’s first two Digital Hubs: located in Dallas, US and Barcelona, Spain.

<https://www.foodnavigator.com/article/2021/10/26/pepsico-s-new-digital-hubs-to-develop-ai-and-machine-learning>

Coca-Cola trials refillable concept at Swedish store



Coca-Cola Sweden has launched a pilot for refillable, on-the-go drinks solutions in a Stockholm convenience store.

<https://www.foodnavigator.com/article/2021/10/26/coca-cola-trials-refillable-concept-at-swedish-store>

Sugaronline Ebriefing

PAKISTAN: Government told to stop treating sugar industry unfairly

The Federation of Pakistan Chambers of Commerce and Industry has called on the government to stop treating of the country's sugar industry unfairly, and to lower sales taxes, according to Daily Times.

National government departments at all levels should stop pursuing and detaining sugar mill owners and officials, said FPCCI President Mian Nasir Hayat Maggo, referring to ongoing anti-corruption investigations. The government's actions were creating a climate of fear among industrialists, Maggo said.

Maggo noted that the government recently lowered the sales tax on edible oil from 17% to 8.5% and called for that same reduction for sugar.

And he urged the government to cease importing cheap but inferior sugar at inflated prices.

SOUTH KOREA: Plans to tighten reduced sugar labelling criteria

South Korea's Ministry of Food and Drug Safety is to tighten standards for foods labelled as being reduced or lower in sodium or sugar, according to Food Navigator Asia.

Previously, South Korea's criteria for food or beverage products to be labelled as reduced sugar/sodium was for the product to have reduced its sugar/sodium content by over 25% as compared to the average sodium content of the top three products in the market, calculated by market share.

The new standards will require a food or beverage product to reduce the amount of sodium or sugar by 10% or more compared to an 'average value' of products in its category on the market to be able to use a 'reduced' label.

This value will be determined by the ministry and posted on its website prior to the enforcement of the standards.

PAKISTAN: High court accepts sugar mills plea against price-fixing

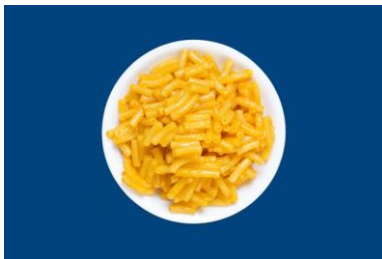
Pakistan's Lahore High Court accepted on Oct. 26 the petition filed by sugar mills against the government's decision to fix sugar prices in the market, according to Urdu Point.

The sugar mills claim that the federal government did not have the authority to fix sugar prices in the market and price-fixing was illegal.

They also said that district governments did not have the authority to raid the mills, which they also consider illegal.

FoodNavigator.com

Kraft Heinz sales exceed expectations as it raises prices – and value – to balance inflation, consumer needs



While Kraft Heinz continues to raise prices to offset higher costs, it does not expect consumers to shoulder the full brunt of worsening inflation – rather it is leveraging its scale to mitigate increases while simultaneously elevating product value through renovation & innovation, and enhancing reliability with increased capacity.

<https://www.foodnavigator.com/article/2021/10/28/kraft-heinz-sales-exceed-expectations-as-it-raises-prices-and-value-to-balance-inflation-consumer-needs>

Sugaronline Ebriefing

INDIA: Government decides no income tax charged over additional payments by mills

India's finance ministry issued on Oct. 25 a circular stating that sugar mills won't need to pay the income tax on the amount paid for sugarcane in addition to the fair and remunerative price (FRP) fixed by the central government or the State Advised Price (SAP) fixed by the state government, according to Times of India.

The sugar mills had been fighting to withdraw the clause defining the payment for the last two decades. They hope that the amendment would be implemented retroactively.

BRAZIL: Datagro sees centre-south sugar production at 34.9 MT in 2020/21

Brazil's centre-south sugar production should reach 34.6 million metric tonnes in the current 2021/22 season, down 6.6 million tonnes from 2020/21, according to Datagro.

The total volume of sugarcane crushed should reach 518.6 million tonnes, compared to 605.5 million tonnes last season, said president Plinio Nastari at the 21st Datagro International Conference on Sugar and Ethanol.

Sugarcane ethanol production is expected at 26 billion litres. Average productivity should reach 70.60 tonnes per hectare, down 14.7%.
