



# International Sugar Organization

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**EXECUTIVE DIRECTOR**

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(English only)**

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## Where does sugar come from?

The Executive Director would like to draw your attention to the article below from the Sugar Association.



Dear Sugar Industry,

As you well know, fields and factories are buzzing with activity this time of year with sugar beets being harvested, sugar cane being planted and harvested, and processing facilities running at full speed to extract and package real sugar. At the end of September, we were fortunate to participate in sugar beet harvest in the Red River Valley and brought some of our friends along so they could see where real sugar comes from. The farmers, agronomists and processing experts on the ground provided a hands-on experience that wowed our guests with their knowledge and hospitality and they walked away with a greater appreciation for sugar and our industry.



Sincerely,  
Courtney Gaine, PhD, RD  
President and CEO

## Farm to Table Tour

For our first ever #FarmToTableTour, we brought a group of nutrition and culinary experts with significant social media followings (aka "influencers") to the

Red River Valley to SHOW them the answer to the question “where does sugar come from?”. They rode in a tractor and held a sugar beet, participated in a cooking class and learned about sugar’s role in foods beyond sweetness, heard about dietary recommendations for sugar and consumption trends, and visited a processing facility to see how sugar goes from plant to product.

During and after the tour, the influencers shared with their followers what they were learning through videos and posts on social media.



**These Farm to Table Tour messages have already reached more than 400,000 people!**

Giving these influencers the opportunity to share with their own voices where sugar comes from allows our message to reach a broader audience through a different voice. We look forward to sharing this experience with more people in different sugar-growing regions in the future.

**Consumers Continue to Sign on for Sweetener Transparency**

In a [September 22 press release](#), the Sugar Association shared that more than 10,000 consumers have signed the change.org petition asking FDA to address the gap in labeling that exists for sugar substitutes. That number is now over 11,000 as more and more consumers are pushing for labeling that is transparent, accurate and not misleading. The change.org petition is part of the Association's [Campaign for Sweetener Transparency](#) supporting labeling reform for all sweeteners.

[CLICK TO SIGN PETITION](#)

Learn More

**Halloween's Sweet History**

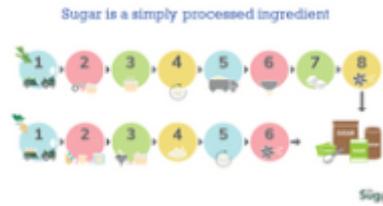
Our Sugar Packet blog is a place where we highlight that there is much more to sugar than its sweetness and provides an opportunity to educate with stories. These stories range from farmer profiles to recipes and sugar's role in those foods. Check out our latest post on [Halloween's sweet history](#).



## Educational Materials



**Where Does Sugar Come From?**



**Sugar Refining and Processing**

	SUGAR (SUCROSE) SACCHAROSE	GLUCOSE	FRUCTOSE	SHELF-LIFE EXTENSION (MOISTURE)
Dairy Products	●	●	●	●
Whole-Grain, Plant-Based Breads & Cereals	●	●	●	●
Breads	●	●	●	●
Bakery Products	●	●	●	●
Salted Snacks Baked Goods	●	●	●	●
Fermented & Pickling	●	●	●	●
Jams & Jellies	●	●	●	●

**Sugar's Roles in Food Beyond Sweetness**

## Questions?

Reply to this newsletter with any questions or feedback.



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