



**International Sugar Organization**

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**EXECUTIVE DIRECTOR**

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(English only)**

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**National Real Sugar Day – 14 October 2022**

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



Dear Sugar Industry,

Mark your calendars for National Real Sugar Day, coming October 14! It's about time we have a day to celebrate real sugar with the people who bring it from farm to table and those individuals and families who enjoy it as part of a balanced diet. And we can't wait to celebrate with you!

While consumers identify sugar as one of the most enjoyable ingredients to eat and drink, they still have many questions about where sugar comes from. There is a lot of opportunity for the industry to increase awareness around what real sugar is. National Real Sugar Day is a moment for the entire industry to collectively tell our shared story. I hope you'll keep reading for more information on how you can get involved and help us kick off the inaugural National Real Sugar Day!



Sincerely,  
Courtney Gaine, PhD, RD  
President and CEO

**Get Involved with National Real Sugar Day**

For thousands of years, sugar has helped us celebrate life's sweet memories, so we thought it was time to turn the tables and officially celebrate real sugar and

the many roles it plays in our lives. Plans are now underway to celebrate National Real Sugar Day on October 14 – and we want you to be involved!



In a March 2021 survey, U.S. consumers listed sugar most frequently when asked to name any ingredients that come to mind that make food or beverages enjoyable to eat or drink. On the flip side, while people say it is their favorite ingredient, almost half of consumers are unsure where sugar comes from with 46 percent unaware that real sugar comes from plants. The good news is that this number is up from 30 percent in 2019; however, there remains a lot of opportunity for the industry to increase awareness around what real sugar is. Real sugar has been a part of our diets for thousands of years, and there is so much to share about the many functions sugar has in food.

The Sugar Association will be hosting a baking photo contest in the weeks leading up to National Real Sugar Day encouraging the industry and our broader consumer audience to share photos of how real sugar is important to them. Additionally, SAI will provide members and friends of the industry with content that can be shared on social media, in internal communications with employees and members, and on-site at your locations. We will be sharing more as the date gets closer and, in the interim, please reach out to [Jenny Martin](#), Senior Director of Communications for more details or for ideas on how you can celebrate. And follow us on social media @moretosugar to stay up to date.

[The Sugar Association - There's more to sugar.](#)