



**EXECUTIVE DIRECTOR**

**Press Release(23)21**  
**(English only)**

**27 March 2023**

**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**

**BRAZIL: São Martinho opens innovation centre**

Sugarcane processor São Martinho has opened an innovation centre in Pradópolis, São Paulo state, focused on developing solutions to improve the efficiency of operations in partnerships with startups, other companies and universities, according to Broadcast Agro.

The company has already invested around BRL150 million (US\$28.5 million) to improve connectivity at its 350,000 hectares of cane crops and four mills in Brazil, enhancing its capacity to manage operations online and in real-time.

São Martinho has invested in digital solutions since 2015, implanting 4G connectivity at its mills in partnership with other companies to monitor activities. In 2022, São Martinho started activating its 5G network and developed a big data platform with KPMG and Microsoft to manage operations.

**BELIZE: BSI faces certification suspension by Fairtrade International**

Belize Sugar Industries Ltd. (BSI) has said that its certification issued by Fairtrade International had been suspended following a recent audit, according to Breaking Belize News.

The company said that it was informed two weeks ago that the organization found several non-compliant statutes during the audit, including a "major non-compliance" described as a "change in classification of BSI in the FLOCERT system" which confers additional obligations relating to the company's communication with our customers.

BSI said that other violations found are related to technical matters that do not affect the flow of Fairtrade eligible sugar to customers or the payment of premium from its customers to Fairtrade associations.

**EGYPT: Sugar exports banned for three months**

Egypt's minister of Trade and Industry Ahmed Samir announced on March 22 the banning of sugar exports from the country for three months, according to Ahram.

The ban is valid for all types of sugar exports, except quantities that exceed local market needs, according to a decree published on the Official Gazette.

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Excessive volumes will be estimated by the Ministry of Supply and Internal Trade and submitted for ministerial approval before exports.

The measure is aimed at ensuring domestic supply.

**U.S.: Grains Council signs ethanol MoU with Panama’s cane industry association**

The U.S. Grains Council (USGC) and the Industrial Association of Sugar Cane of Panama (AZUCALPA) signed this week an ethanol memorandum of understanding (MOU) that recognizes the importance of biofuels and ethanol in promoting economic growth, diversification of the energy matrix and decarbonization of transportation, reports Sugaronline.

“This MOU bolsters economic and energy security through both domestic production and strengthening trade ties between our two nations,” said the U.S. Department of Agriculture (USDA) Undersecretary for Trade and Foreign Agricultural Affairs, Alexis Taylor, who witnessed the signing of the MoU during a regional seminar promoted by the USGC in Panama City last week.

“Ethanol blending helps countries meet their climate-change goals by boosting the use of renewable energy and reducing greenhouse gas emissions in the transportation sector. I hope these benefits encourage other nations throughout the region to explore ethanol blending policies of their own.”

The seminar Cultivando Energía brought together stakeholders and government officials from Central American countries and the Dominican Republic to discuss the technical aspects, benefits and challenges of ethanol and gasoline blending in the region.

**PHILIPPINES: Sugar regulator steps down**

Sugar administrator David John Thaddeus Alba of the Sugar Regulatory Administration (SRA) has resigned amid the controversial imports of 440,000 metric tonnes of sugar, according to PhilStar.

The resignation of Alba has been accepted by President Ferdinand Marcos Jr., according to SRA board member and planters’ representative Pablo Luis Azcona. He said Alba resigned based on his health and not as “the sacrificial lamb” amid the criticism regarding the sugar imports.

The National Federation of Sugarcane Planters (NFSP) has welcomed Alba’s resignation.

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**PepsiCo bolsters pep+ framework with \$216m investment in regenerative agriculture**



PepsiCo is investing \$216m in a strategic partnership with three farmer organizations, including the Illinois Corn Growers Association, Practical Farmers of Iowa, and Soil and Water Outcomes Fund, to boost regenerative agriculture practices in the US as part of its broader PepsiCo Positive (pep+) commitments.

<https://www.foodnavigator-usa.com/article/2023/03/23/pepsico-bolsters-pep-framework-with-216m-investment-in-regenerative-agriculture>

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### How can soda manufacturers reduce sugar without endangering sales?



How do sugar reduction strategies – such as low/no sugar products and reduced pack sizes – affect product sales? A new study explores how manufacturers can create ‘win-win-conditions’ in both reducing sugar and boosting sales.

<https://www.foodnavigator-usa.com/article/2023/03/23/how-does-reducing-sugar-affect-soda-sales>

### Commission moves to block ‘proliferation’ of ecolabels from entering market



The European Commission is proposing limits on which new environmental labelling schemes will be allowed to enter the market, in response to concerns around consumer confusion and mistrust.

<https://www.foodnavigator.com/article/2023/03/23/commission-moves-to-block-proliferation-of-ecolabels-from-entering-market>