



**International Sugar Organization**

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**EXECUTIVE DIRECTOR**

**Press Release(24)11  
(English only)**

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**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: Americans gravitate toward sweeter foods when offered lower-sugar alternatives – study**

A new study led by a researcher at the University of Massachusetts Amherst found that when food producers reduced sugar in their products by an average of 52.8% between 2007 and 2015, most American consumers gravitated toward sweeter alternatives, **reports Sugaronline.**

Sugar intake in the US dropped by 15.6% during that period.

The study, which researchers claim to be the most comprehensive accounting to date of the evolution of sugar content and intake in the US, also found that the products most likely to be reformulated included sweetened beverages, desserts and candies, items that often receive scrutiny from policymakers and health experts.

“These reformulation efforts preceded more recent policies to curb sugar intake, such as taxes on sodas and other sweetened beverages in some jurisdictions,” professor of resource economics at UMass Amherst, Christian Rojas, said in a statement.

“We find evidence that reformulation may have occurred too quickly, prompting consumers to seek sweeter alternatives with a more familiar taste.”

The research also documents a growing disparity in diet quality among certain demographic groups. Hispanic households, households with children and households with unmarried adults saw greater reductions in sugar intake, while lower income and Black households tended to switch to more sugary items when products were reformulated, even when items containing less sugar were readily available.

Rojas and co-author Ezgi Cengiz, an economist at North Carolina State University, analyzed more than 680,000 barcoded items and the retail purchases of more than 60,000 households in 2007 and 2015.

In the first year of the study, they found that the median US household sourced 16.6% of its calories from added sugars. Eight years later, that share had dropped to 14.2%.

The study concludes that food manufacturers should continue to reformulate their products to make them more healthful, but suggests policymakers should focus more on improving the eating choices of consumers, particularly those in the most vulnerable populations. One possible policy solution would be to earmark revenues from taxes on sugary foods for educational programs targeting these populations.

**Brazil and Thailand end dispute over Thai subsidies to sugar sector**

Brazil and Thailand on Feb. 24 formally ended a bilateral dispute over Thai subsidies to its sugarcane and sugar sector initiated by Brazil at the World Trade Organisation (WTO) in 2016, according to Brazil's Ministry of Foreign Affairs, **reports Sugaronline**.

Representatives of both countries signed an agreement to end the dispute in Abu Dhabi, on the sidelines of the 13th Ministerial Conference of the WTO.

Brazil initiated the dispute, arguing that Thai measures to support local sugar production did not comply with WTO rules and generated distortions in the global market and losses estimated at US\$1 billion annually to the Brazilian sugar sector.

The litigation was restricted to the consultation phase without the establishment of a panel at the WTO.

"Brazil opted for continued dialogue with Thailand, which culminated in the definitive change in Thai policy to support the sugar sector, with the elimination of subsidies," Brazil's Ministry of Foreign Affairs said in a statement on Feb. 24.

"The resolution of the dispute between Brazil and Thailand reinforces the importance of the WTO dispute settlement system. Brazil remains committed to negotiations to achieve the prompt restoration of the system, which is currently paralysed."

Bilateral trade between Brazil and Thailand totaled US\$5.3 billion in 2023, with a surplus of US\$1.4 billion for Brazil, according to the Brazilian government.

**UK: Program will reward beet growers for environmental services**

National Farmers' Union (NFU) Sugar revealed during the NFU Conference last week an ongoing project that allows growers to be rewarded for environmental services and emissions savings, according to The East Anglian Daily Times.

The program, a partnership with NFU Energy, will allow the sector to engage with private environmental marketplaces such as LENS (Landscape Enterprise Networks).

According to the report, NFU Energy plans to connect growers to funders administering incentives.

**GUYANA: President says country will be able to supply the region's sugar demand by 2027**

Guyana's president Irfaan Ali said on Feb. 24 that the country will be able to supply refined sugar to the region in place of imported sugar by 2027, considering additional capacity from a new plan under construction at Enmore, East Coast Demerara, according to Loop News.

He said Guyana will be able to supply "all the refined sugar products the region requires and imports" by 2027, during the opening ceremony of the XII Annual Consultation with Caribbean Governors of the Inter-American Development Bank (IDB).

**UKRAINE: PM says country is ready to sugar exports to Poland at 2022/23 levels**

Ukrainian Prime Minister Denis Shmygal has said the country is ready to set sugar, egg and poultry exports to Poland at the 2022/23 levels, according to Interfax, citing the Ukrainian media.

He said that the government had introduced a mechanism for control of four grain groups on Sept. 16 and was ready to do more and set egg, poultry and sugar exports at the 2022/23 levels.

## **BRAZIL: Sugar exports from Santos Port rise 71% in January**

Sugar exports from Brazil's Santos Port rose 71.1% in January, from one year earlier, to 2.09 million metric tonnes, according to the port authority, contributing to a record volume of cargo handled at the port, **reports Sugaronline.**

Bulk sugar exports totaled 1.8 million tonnes, up 63.2% year on year. Sugar exports in containers increased by 176.8% to 287,415 tonnes. Sugar shipments in bags fell by 64.8% to 5,604 tonnes.

Santos Port handled a total of 11.9 million tonnes in cargo in Jan. 2024, a 16.9% rise from the same month last year. Of this total, 8 million tonnes were exports, 17.8% above the volume shipped in January 2023.

The high volume of sugar exported from Santos Port in January is in line with a 58% rise in overall sugar shipments from Brazil in January to 3.2 million tonnes, according to data from the Department of Foreign Service (Secex) of the Ministry of Development, Industries and Trade (MDIC).

## **FoodNavigator.com**

### **Hershey's strategy for sweet success focuses on gummies, celebrities and Reese**



The Hershey Company may be best known for its eponymous chocolate bars, but the company is betting big on gummies this year with significantly increased production capacity to support innovation and a new partnership model, including a collaboration with National Basketball League star Shaquille O'Neal.

[https://www.foodnavigator-usa.com/Article/2024/02/26/hershey-s-strategy-for-sweet-success-focuses-on-gummies-celebrities-and-reese?utm\\_source=copyright&utm\\_medium=OnSite&utm\\_campaign=copyright](https://www.foodnavigator-usa.com/Article/2024/02/26/hershey-s-strategy-for-sweet-success-focuses-on-gummies-celebrities-and-reese?utm_source=copyright&utm_medium=OnSite&utm_campaign=copyright)

### **Which front-of-pack nutritional label yields the healthiest results?**



Europe is not short of front-of-pack nutritional labels, with Nutri-Score, the Traffic Light scheme and Keyhole label dominating in different countries and regions. But with each label championing its own algorithm, do they yield different outcomes?

[https://www.foodnavigator.com/Article/2024/02/22/Which-FOP-nutritional-label-best-reduces-non-communicable-disease?utm\\_source=copyright&utm\\_medium=OnSite&utm\\_campaign=copyright](https://www.foodnavigator.com/Article/2024/02/22/Which-FOP-nutritional-label-best-reduces-non-communicable-disease?utm_source=copyright&utm_medium=OnSite&utm_campaign=copyright)

**Nestlé consumers trade down, favour private label amid 'unprecedented' inflation**



While the FMCG major's volume growth suffered in 2023, the company is observing boosted demand for both affordable and premium products.

[https://www.foodnavigator-usa.com/Article/2024/02/23/nestle-fy-2023-consumers-trade-down-favour-private-label-amid-inflation?utm\\_source=copyright&utm\\_medium=OnSite&utm\\_campaign=copyright](https://www.foodnavigator-usa.com/Article/2024/02/23/nestle-fy-2023-consumers-trade-down-favour-private-label-amid-inflation?utm_source=copyright&utm_medium=OnSite&utm_campaign=copyright)

**Mondelez North America poised for growth after 'fixing' its foundation to focus on value creation, not cost reduction**



Mondelez has “fixed the foundations” of its North American business and is now poised to “unlock new opportunities” in the region with a four-prong plan that executives say will deliver low- to mid-single-digit revenue growth in the coming years.

[https://www.foodnavigator-usa.com/Article/2024/02/27/mondelez-north-america-poised-for-growth-after-fixing-its-foundation?utm\\_source=copyright&utm\\_medium=OnSite&utm\\_campaign=copyright](https://www.foodnavigator-usa.com/Article/2024/02/27/mondelez-north-america-poised-for-growth-after-fixing-its-foundation?utm_source=copyright&utm_medium=OnSite&utm_campaign=copyright)