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**EXECUTIVE DIRECTOR**

**Press Release(25)28  
(English only)**

**23 June 2025**

**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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**Food Navigator.com**

**Americans love sweetness – but also want to scale it back**



While consumers gravitate toward sweet flavors, their enjoyment of sugar is often tempered by cognitive dissonance — a tension that experts say can be eased through portion control and strategic pack sizing

<https://www.foodnavigator-usa.com/Article/2025/06/20/americans-love-sweetness-but-also-want-to-scale-it-back/>

**Are food additives harmful to health?**



Consumers are often wary of additives. They shouldn't always be

<https://www.foodnavigator.com/Article/2025/06/19/food-additives-are-they-harmful-to-health/>

## Global food fraud surges in 2025



Multiple sectors hit as industry struggles to contain threat

<https://www.foodnavigator.com/Article/2025/06/16/global-food-fraud-surges-in-2025/>

## PepsiCo sparks a regenerative farming revolution in LATAM



The snacking giant aims to build a more resilient food system from the ground up

<https://www.foodnavigator-usa.com/Article/2025/06/17/pepsico-sparks-a-regenerative-farming-revolution-in-latam/>

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## Sugaronline Ebriefing

### **MOZAMBIQUE: Revenue from sugar exports rises more than 50% in 2024**

Mozambique's sugar exports generated US\$36 million in 2024, 50% more than in 2023, according to Club of Mozambique, citing a report from the Lusa newswire.

The increase in exports was attributed to the recovery in production following the impacts of adverse weather events in 2023, according to the most recent balance of payments report from the central bank.

### **MALAYSIA: MSM Malaysia expects to sustain profitability in 2025**

The chief executive officer (CEO) of MSM Malaysia Holdings said on June 18 that he expects the company to sustain its profit recovery in the 2025 financial year despite market impacts and risks, according to The Edge Malaysia.

He noted that the company is focused on enhancing operational efficiency and managing costs in order to support consistent earnings performance.

MSM reported a net profit of MYM31.25 million in 2024 after two years of losses.

**EGYPT: Government discusses development of irrigation systems to boost cane yields**

Egyptian government officials have recently discussed the development of irrigation systems for sugarcane to increase yield and reduce water consumption, according to The Daily News Egypt. During a meeting with ministers, Egyptian Prime Minister Mostafa Madbouly said sugarcane is a strategic crop that must be cultivated using modern methods to increase production.

Minister of Agriculture Alaa El-Din Farouk said modern irrigation could reduce water consumption by up to 30% and lower the use of agricultural inputs.

**INDIA: Ind-Ra forecasts sugar production in 2024/25 to decline to 5-year low**

India's sugar inventory is expected to decline to between 5.3 million and 5.5 million metric tonnes by the end of the current 2024/25 season amid a decline in sugar output to a five-year low, according to India Ratings and Research (Ind-Ra), reports Sugaronline.

"With sugar production at a five-year low, India's sugar inventory is likely to reduce to around the normative level by the end of SS25. The lower production has led to a hardening of prices over the past few months, and they are likely to remain strong over the course of the season, given the low stock levels," Ind-Ra. 's Corporate Ratings director, Khushbu Lakhotia, said in a [press release](#) about the company's Agro Commodities Watch report.

Ind-Ra estimates India's gross sugar production (before diversion) to fall 15% in 2024/25 to 29 million-29.5 million tonnes, the lowest volume in five years, due to a lower cane yield and a fall in sugar recovery exacerbated by Red Rot infestation.

Sugar diversion towards ethanol output is likely to increase to 3.2 million -3.4 million tonnes in 2024/25, from 2 million tonnes in the previous season, as the government lifted the ban on sugar diversion in August 2024.

Net sugar production is estimated to be between 26 million and 26.2 million tonnes.

Ind-Ra expects a high opening inventory this season to ensure sufficient sugar availability to meet the domestic demand.

"Initial estimates indicate sugar production may witness a recovery in SS26, driven by the healthy monsoon in 2024. However, a clearer picture will emerge over the next few months depending on the progress of monsoon and acreage data," according to the ratings company.

**ARGENTINA: Tucumán's cane crush has 14 sugar mills in operation**

Bella Vista mill started activities for the 2025 sugarcane crushing season on June 16 in Argentina's Tucumán province, where 14 units are currently operating, according to a [statement](#) released by the Tucumán's Institute for the Promotion of Sugar and Alcohol (Ipaat), reports Sugaronline.

Bella Vista mill is now under the management of Salta Refrescos. The Coca-Cola's bottler will manage the mill operations, except the distillery activities. Salta Refrescos also manages the Famaillá mill, which is also located in Tucumán.

As of June 17, sugar mills in Tucumán had crushed over [3.45 million metric tonnes](#) of sugarcane so far in the 2025 season with 69 day since the start of the campaign. Sugar production had reached 197,148 tonnes.

In the Salta and Jujuy provinces, four sugar mills were operational by June 17, with a total of 538,318 tonnes of sugarcane crushed, and 24,434 tonnes of sugar produced.

**US: US Sugar announces partnership to use John Deere's latest technology solutions**

US Sugar has announced a partnership with Everglades Equipment Group to use John Deere's latest technology solutions on sugarcane harvesters and tractors by farmers and operators across the company's South Florida farms, according to a [press release](#) on June 17.

"Through our work with John Deere and Everglades Equipment Group, we are continuing to push the limits of American innovation to produce food in a more economic and sustainable way. This partnership harnesses the very best precision agriculture technology currently available in American agriculture today," said US Sugar chief executive officer (CEO) Ken McDuffi.

Everglades Equipment Group CEO Mike Schlecter said US Sugar is currently using advanced technology across its farmlands, which in turn helps John Deere scale technology solutions for other customers around the world.

Among the solutions used across US Sugar's nearly 255,000 acres of farmland are technologies connecting equipment to provide machine and work data to John Deere's cloud-based software. In addition, US Sugar uses work plans that send field boundaries, guidance lines, and tasks to machines that will auto-detect when entering the field, among other technologies, to make operations more efficient.

The strategic partnership also leverages the latest John Deere sugarcane harvester technology to reduce fuel consumption.

The companies also announced that they are working collaboratively on an Autonomous Tractor Solution, which is currently still in the research and development phase.

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### **ED & F Man Sugar Research Daily**

#### **We will not allow any unjustified increase in sugar prices, says Minister - ChiniMandi**

- Pakistan: We will not allow any unjustified increase in sugar prices, says Minister. A high-level meeting was held in Islamabad, chaired by Federal Minister for National Food Security and Research, Rana Tanveer Hussain, with members of the Pakistan Sugar Dealers Association in attendance. The meeting came amid rising concerns about the availability of sugar and fluctuating prices across the country. Despite the minister's assurances that the government is committed to keeping sugar prices reasonable, the persistent lack of transparency within the industry remains a key issue. While Minister Hussain called on stakeholders to ensure fair practices in production and distribution, past efforts to regulate the sugar sector have yielded limited results.