



Consumer Hot Buttons: Sugar Under Attack

International Sweetener Colloquium

Dana Point, California

March 1, 2017



The Sugar Association

Established in 1943, our members are U.S. sugar cane and beet growers, processors and refiners.



Sugar is under fire



New Regulatory Pressures



Let's Start Here...

1992 Food Guide Pyramid

Food Guide Pyramid

A Guide to Daily Food Choices

TABLE 2A. SAMPLE FOOD PATTERN FOR A DAY AT 2,000 CALORIES

Bread Group Servings	8
Fruit Group Servings	2
Vegetable Group Servings	4
Meat Group	6 ounces
Milk Group Servings	2-3*
Total fat (grams) ^a	65
Total added sugars (teaspoons) ^{a,b}	10

* Women who are pregnant or breastfeeding, teenagers, and young adults to age 24 need 3 servings.

^a Values for total fat and added sugars include fat and added sugars that are in food choices from the five major food groups as well as fat and added sugars from foods in the Fats, Oils, and Sweets group.

^b Note that the Nutrition Facts panel on food labels lists values for "total sugars," not added sugars. Total sugars include both the sugars that occur naturally in fruits, vegetables, and milk and refined sugars that are added in processing, such as the sugar added to fruit canned in heavy syrup. The Dietary Guidelines suggest using added sugars in moderation because they contribute calories but few nutrients to diets.

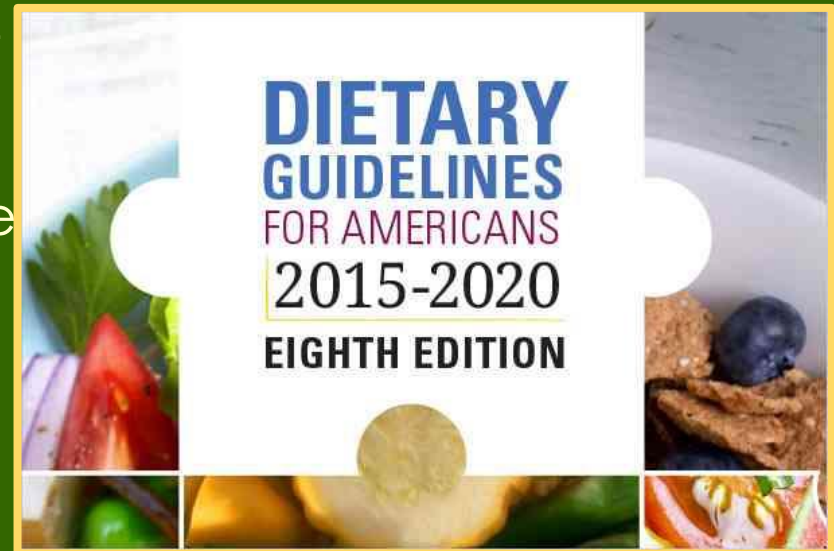
Servings

SOURCE: U.S. Department of Agriculture/U.S. Department of Health and Human Services



Dietary Guidelines: History of Sugars Recommendations

- 1980- Avoid too much sugar
- 1985- Avoid too much sugar
- 1990- Use sugars only in moderation
- 1995- Choose a diet moderate in sugars
- 2000- Choose beverages and foods to moderate your intake of sugars
- 2005- No specific sugars guideline
- 2010- Reduce intake of calories from added sugars
- **2015- Limit calories from added sugars to <10%**



2015/16: A Storm of Sugars Policy & Guidance



WHO (March 2015):

- Reduce intake of “free sugars” to less than 10%
- Further benefits to below 5%
- Based on *dental caries*



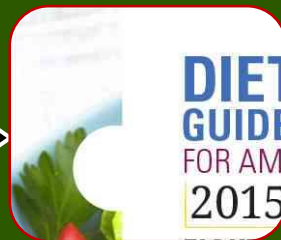
U.S. Dietary Guidelines Advisory Committee (May 2015):

- Keep “added sugars” below 10%
- Strong evidence for link to *obesity & diabetes*



UK Scientific Advisory Committee on Nutrition (July 2015):

- Free sugars should account for no more than 5%
- Based on link between sugars and *energy intake*



U.S. Dietary Guidelines (Jan 2016)

- Limit calories to less than 10%
- To maintain a healthy eating pattern



FDA Mandates Added Sugars Labeling and 10% Daily Value (May 2016)



Controversy Among Scientists

Annals of Internal Medicine

REVIEW

The Scientific Basis of Guideline Recommendations on Sugar Intake

A Systematic Review

Jennifer Erickson, RD*; Behnam Sadeghirad, PharmD, MPH*; Lyubov Lytvyn, MSc; Joanne Slavin, PhD, RD; and Bradley C. Johnston, PhD

Conclusion: Guidelines on dietary sugar do not meet criteria for trustworthy recommendations and are based on low-quality evidence. Public health officials (when promulgating these recommendations) and their public audience (when considering dietary behavior) should be aware of these limitations.



2015 Dietary Guidelines: Why 10%?

- Added sugars include syrups and other caloric sweeteners. When sugars are added to foods and beverages to sweeten them, they add calories without contributing essential nutrients.
- Consumption of added sugars can make it difficult for individuals to meet their nutrient needs while staying within calorie limits.
- The recommendation to limit added sugars to no more than 10 percent of calories is a target that applies to all calorie levels to help individuals move toward healthy eating patterns within calorie limits.



The U.S. Food & Drug Administration's New Food Label

Original Label

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

* Percent Daily Values are based on a 2,000 calorie diet.
Your daily value may be higher or lower depending on
your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

New Label

Nutrition Facts

8 servings per container
Serving size **2/3 cup (55g)**

Amount per serving
Calories **230**

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in
a serving of food contributes to a daily diet. 2,000 calories
a day is used for general nutrition advice.

- Released May 20, 2016
- Implementation date: July 2018
- Was a high priority for our First Lady
- Based on the 2015 Dietary Guidelines
- Daily Value of 10% based on 50g (adults) and 25g (children <4yrs)
- Serving size for sugar was also increased from 1 tsp (4 grams) to 2 tsp (8 grams)

“THE” RATIONALE

for added sugars declaration

- We (FDA) are proposing mandatory declaration of added sugars on all foods because of:
 - the variability in ingredients used,
 - the need for consumers to have a consistent basis on which to compare products,
 - the need for consumers to identify the presence or absence of added sugars, and
 - when added sugars are present, the need for consumers to identify the amount of added sugars added to the food.
- ***The mandatory declaration of added sugars may also prompt product reformulation of foods high in added sugars like what was seen when trans fat labeling was mandated.***




Public Health Sentiment

Food companies have led consumers down this sugar-laden path, of course, and it is not proving easy to coax them off it. *“What’s needed is a shove, not a nudge,”* said Tim Lang, professor of food policy at City University. *“That requires a systems change [and] I don’t see this being done below the radar.”*

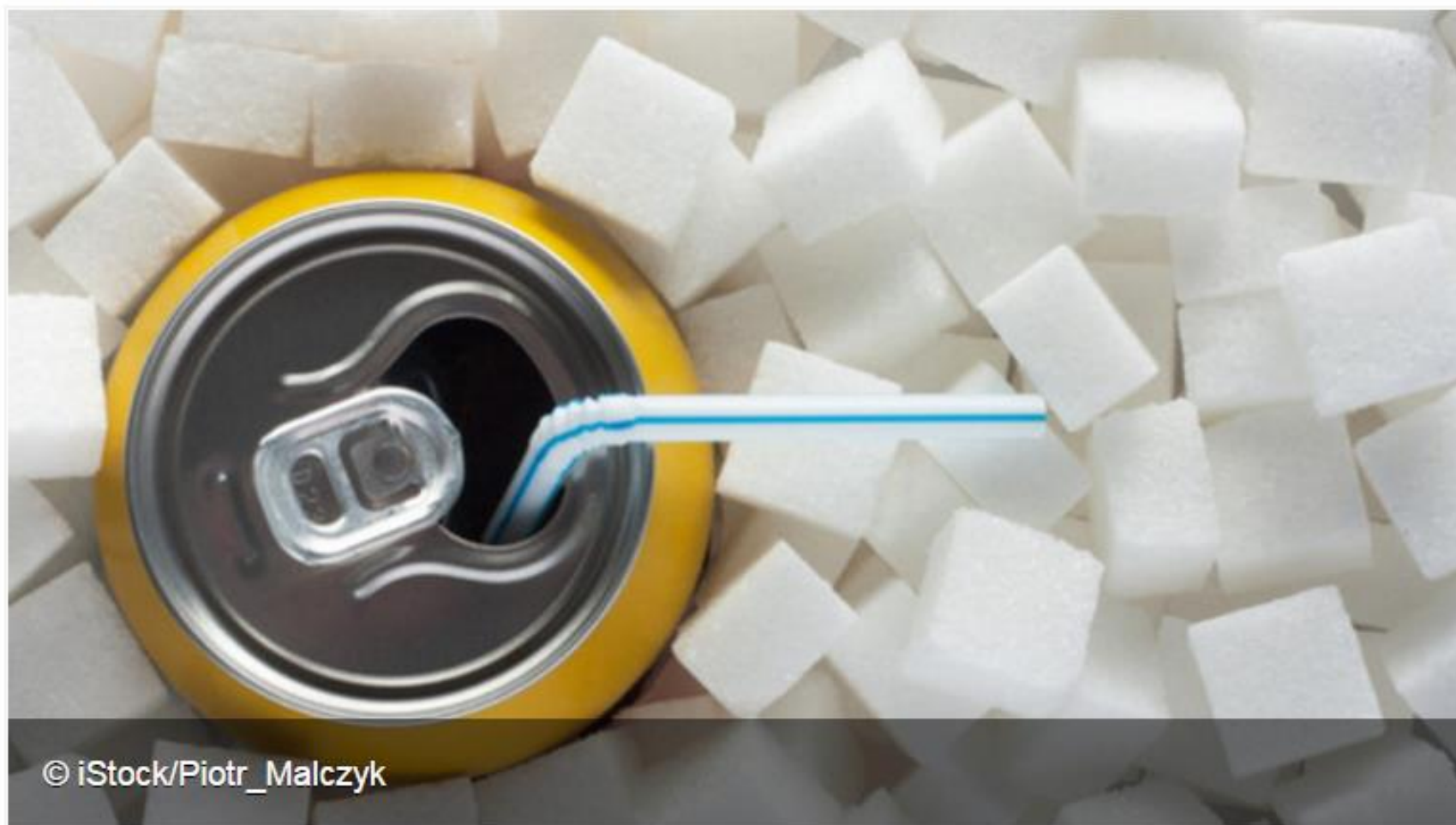


2016: The year of the sugar tax

By Richard Whitehead, Elaine Watson, Will Chu, Niamh Michail, Louis Gore-Langton, Rachel Arthur , 15-Dec-2016

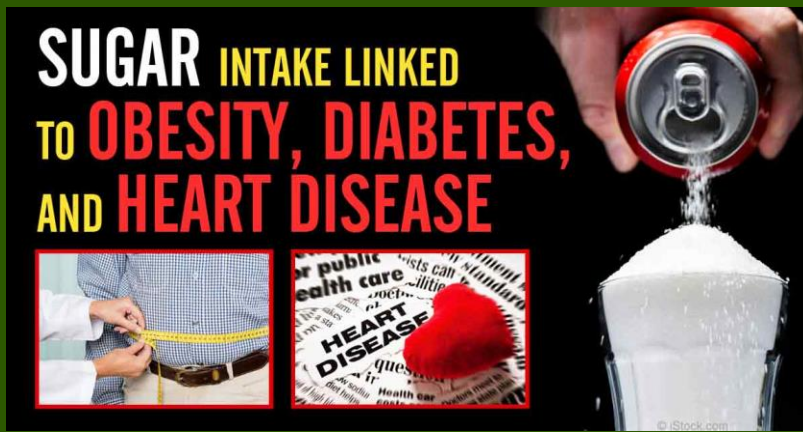
 Post a comment

Last updated on 16-Dec-2016 at 15:36 GMT



© iStock/Piotr_Malczyk

WARNING Labels – It's No Longer “Just consume less” messaging



WARNING: DRINKING BEVERAGES WITH ADDED SUGAR(S) CONTRIBUTES TO TOOTH DECAY, OBESITY, AND DIABETES. THIS MESSAGE IS FROM THE BALTIMORE CITY HEALTH DEPARTMENT.

In January 2016 a Robert Wood Johnson Foundation study found that nearly 75 percent of people supported warning labels on sugar-sweetened drinks.



Consumers' Exposure



Sugar: A Matter of Life and Death

This new obesity theory will make you never want a donut again (but you probably can't resist)

Should You Stop Eating Sugar?

Is sugar the world's most popular drug?

Is sugar killing us?

The Case Against Sugar by Gary Taubes —
sweet little lies

A devastating critique of the way the sugar industry has shaped nutritional science



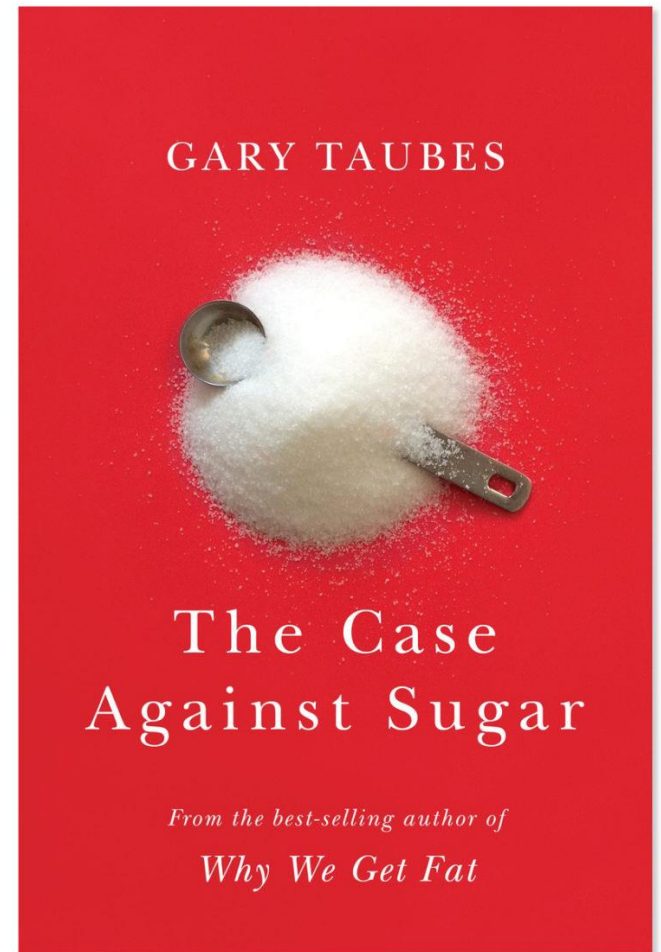
The New York Times | <https://nyti.ms/2kroBjN>

The Opinion Pages

If Sugar Is Harmless, Prove It

David Bornstein

FIXES JAN. 25, 2017



Anti-Sugar Tactics: Tool Kits, Books, Activist Activities

The screenshot shows the website for Healthy Food America's Sugar Advocacy Toolkit. The header includes the organization's logo, a search bar, and a 'JOIN' button. The navigation menu lists: HOME, ABOUT US, RESOURCES, NEWSROOM, SIGN UP, DONATE, CONTACT, and social media icons for Facebook and Twitter. The main content area is titled 'SUGAR ADVOCACY TOOLKIT' and features an illustration of a person boxing a soda can. A sidebar on the right lists sections: Overview (Why take on sugar? Why now?), Reducing Sugar Exposure (Six key policy approaches), Sugary Drinks (The largest source), Not Just for Drinks (Other promising policies), and Changing Industry (Reforming food maker practices). The main text states: 'Obesity remains epidemic. Diabetes is rampant and striking younger children. Heart, liver, and dental diseases afflict millions and cost billions. One key contributor to these chronic health issues: There is too much sugar in our food and beverage products. It's not just a matter of telling people not to consume sugar. Food makers add sugar to 68 percent of packaged foods—and most of us are unaware of it all. Soda companies alone spend a billion dollars a year marketing sugary soda, sports, energy, and fruit-flavored and for the sake of our own and our kids'.

Too much **added sugar** doesn't just make us fat. It can also make us



The infographic features a large funnel shape. At the top, it says 'Too much fructose, a common type of'. Inside the funnel, the word 'SUGAR' is written in large white letters, with a red and white striped candy cane sticking out of it. Below 'SUGAR', it says 'can damage your liver, just like too much ALCOHOL.' At the bottom of the funnel, there are two icons: a man and a child, with '31% ADULTS' and '13% KIDS' written below them. Below the icons, it says 'Approximately 31% of adults and 13% of children in America suffer from non-alcoholic fatty liver disease (NAFLD).' At the bottom of the infographic, it says 'Sugarscience.org the unravereined truth' and 'Sugarscience is the authoritative source for evidence-based, scientific information about sugar and its impact on health. Sources: VMA, Sugarscience.org/citations'.

Sugar Smart app nears two million downloads

08 Apr 2016 | Ian Quinn



Public Health England's controversial sugar reduction app has been downloaded nearly two million times since its launch in January.

A scenic landscape featuring a range of rugged, rocky mountains with patches of snow. In the foreground, a calm lake reflects the mountains and the sky. The text is overlaid on the image.

FOR A HEALTHIER WORLD

STAY SUGAR REDUCED

Consumer Opinion

Key 2016 Mintel Findings

- ½ of consumers say a healthy diet should be low in sugar
- 84% of consumers are limiting sugar in their diet
- Weight control is #1 reason for sugar reduction
- Honey leads perception of health
- 4 in 10 consumers think artificial sweeteners should be avoided
- Consumers are confused over natural sweeteners



Food Industry Response

**You're About to Find Out
How Much Sugar Is Added
to Your Food**

Kind, the seller of a half billion dollars' worth of fruit and nut bars, beats the FDA deadline with new, less-sweet bars.



A Race to Reformulate

**Sugar
reductions**



↓ 30%



↓ 14%



↓ 14%



↓ 10%

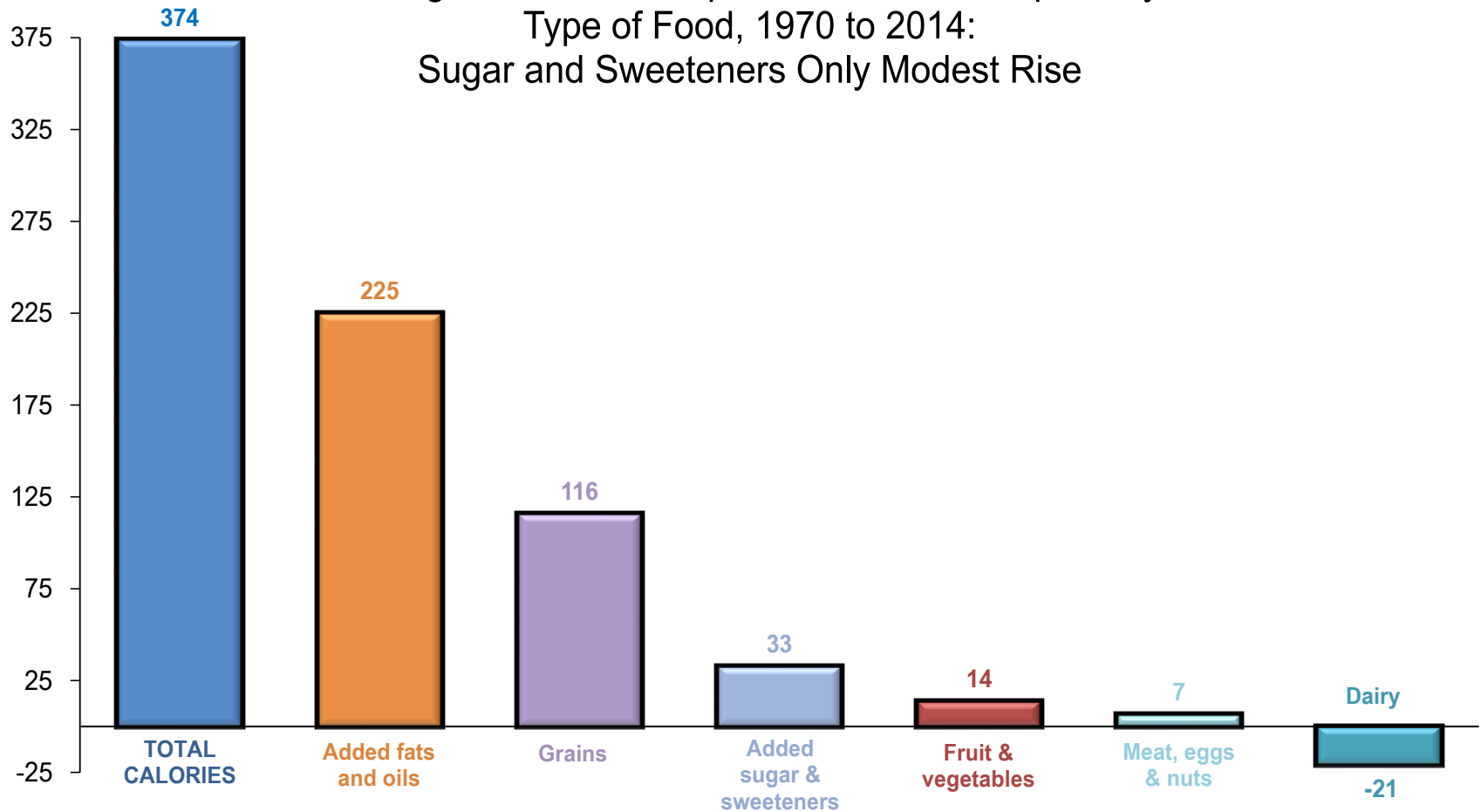
NESTLÉ: CUTTING SUGAR WITHOUT AFFECTING TASTE

DECEMBER 14, 2016

Yogurt makers cut sugar but add fat and convenience to meet consumer demands



Change in U.S. Per Capita Caloric Consumption by Type of Food, 1970 to 2014:
Sugar and Sweeteners Only Modest Rise



Source: USDA, U.S. Trends in Food Availability and a Dietary Assessment of Loss-Adjusted Food Availability, 1970-2014, January 2017
<https://www.ers.usda.gov/webdocs/publications/eib166/eib-166.pdf?v=42762>

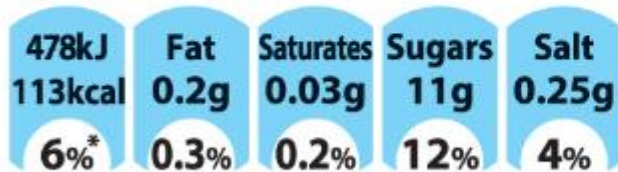
Less Sugar Does Not Mean Fewer Calories

Myth: less sugar = lower calories

Reducing the sugar content of breakfast cereals in fact has little impact on the energy that they provide. This is because sugar and starch contain weight for weight the same number of calories. A 30g bowl of a low sugar cereal, will have a similar carbohydrate content as a higher sugar cereal. As the sugar is replaced by starch the calorie content will remain similar. This is demonstrated in the product panels below.

Frosties

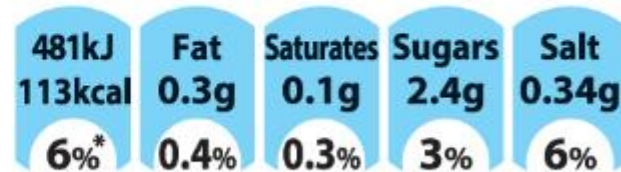
Per Portion (30g)



Per 100g: 1594kJ / 375kcal

Corn Flakes

Per Portion (30g)



Per 100g: 1604kJ / 378kcal



Does a sole focus on added sugars really make sense?

Calories: 780



Source: McDonalds Nutrition Facts
(Double Cheeseburger and Medium Fries)

Calories: 130



Source: McDonalds Nutrition Facts
(Chocolate Milk)

THANK YOU!

For More Information and Resources

- The Sugar Association (www.sugar.org)



News by the Spoonful
from The Sugar Association, Inc.

- The World Sugar Research Organization
(www.wsro.org)

