



# International Sugar Organization

1 Canada Square  
Canary Wharf  
London E14 5AA

## EXECUTIVE DIRECTOR

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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.

### FoodNavigator.com



#### 'It's a dumpster fire...' Firms report 'unprecedented shortage and increased costs and lead times' for erythritol, allulose

A combination of supply chain disruptions and surging demand for sugar alternatives has created a very tight market for selected specialty sweeteners - notably erythritol and crystalline allulose – with some firms reporting shortages, longer lead times, and higher prices, although key producers say they are working hard to increase capacity and shore up supplies.

<https://www.foodnavigator-usa.com/article/2021/06/28/it-s-a-dumpster-fire-firms-report-unprecedented-shortage-and-increased-costs-and-lead-times-for-erythritol-allulose>



FOUNDATION-EARTH  
foundation-earth.org

#### Europe-wide eco-label scheme set for launch in 2022 as industry joins forces to launch pilot

Global food giants Nestle and Tyson Foods have joined supermarkets and food and environmental scientists to form a new non-profit organisation that will issue front-of-pack environmental scores on food products throughout Europe.

<https://www.foodnavigator-usa.com/article/2021/06/28/europe-wide-eco-label-scheme-set-for-launch-in-2022-as-industry-joins-forces-to-launch-pilot>



#### What's the point of a watered-down supply chain law that puts German companies at a disadvantage?

Europe-wide legislation is needed if the notion of fair globalisation is to thrive.

<https://www.foodnavigator.com/article/2021/06/25/what-s-the-point-of-a-watered-down-supply-chain-law-that-puts-german-companies-at-a-disadvantage>



## **Mondelez: 'Long before COVID, gum has been a difficult category ... but it's important to us,' snacking**

Less than a month after Mondelez revealed it was performing a strategic review of its gum business, triggering speculation about a possible divestment, the CPG giant appears to be reasserting the value of its brands in the category while simultaneously acknowledging the segment's challenges.

<https://www.foodnavigator.com/article/2021/06/25/mondelez-long-before-covid-gum-has-been-a-difficult-category-but-it-s-important-to-us-snacking>

## **Sugaronline – Ebriefing**

### **FRANCE: Tereos survey shows consumers' sweetener views**

New consumer research commissioned by sugar manufacturer Tereos and carried out across Europe, suggests that taste is the top driver for consumers buying sweet goods, reports Sugaronline.

Detailed ingredient labelling, and the perceived naturalness of the sweetener used were also ahead of price in consumers' stated purchasing priorities.

Six thousand consumers were asked their views on a range of sweeteners in the online survey, including sugar; stevia; liquid sweeteners (fructose/glucose) polyols and High Intensity Sweeteners (HIS).

Top for taste and naturalness came sugar. Stevia was the best-known sweetening ingredient after sugar, recognised by 83% of respondents, far above other high intensity sweeteners. Stevia also had a positive image, with 54% considering it natural.

Some 55% of European consumers check the sugar content of their purchases, the survey indicated. Tereos Marketing Director Guillaume Planque said: "When consumers know the origin of sugar, a large majority recognise its naturalness, which is further strengthened when it is organic. This survey also highlights how local has become a priority."

Market research group IFOP conducted 6,000 online interviews with consumers aged from 18 to 70 years old in November 2020 across France, Italy, Spain, Germany, Netherlands and United Kingdom for the study.

Guillaume Planque said: "The survey revealed significant differences within European consumers towards ingredients appreciation. For instance, consumers in Italy and the Netherlands have the highest opinion of cereal liquid sweeteners. In Germany, consumers score Fructose, known as "Fruchzucker", literally sugar of the fruit, higher than sucrose, showing again that names and labelling influence consumer perceptions."

Polyols and synthetic HIS were barely known by consumers, and tended to have a negative perception, the survey also showed. Acesulfame K and sucralose were associated with health fears, and in France and Spain sucralose was seen as an addictive substance. Aspartame is perceived negatively by consumers and associated with bad taste.

### **UK: Farmers left exposed by Australian trade deal says Union**

The National Farmers' Union's Sugar Board chairman Michael Sly has slammed government for "taking the tariff wall down" in the new UK/Australian free trade deal, according to Politico.

Sly said he was "extremely concerned" about the deal, particularly after the government announced a 260,000-ton autonomous tariff rate quota, a worldwide tariff-free cane sugar quota, this year.

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“We’re still in the European market for sugar, but we’ve taken the tariff wall down, and now we’re allowing, basically over that period of time, a whole heap of extra sugar to come into our marketplace, which will only put a downward pressure on what has been a difficult year.”

A spokesperson for the Department for International Trade said the UK sugar beet sector said the deal “allows for the liberalisation of sugar over time, with sugar phased in over eight years, which will provide further support for the British sugar industry.”

**BRAZIL: Raízen will invest in a new 2G ethanol plant**

Sugarcane processor Raízen will build a new second-generation ethanol plant in Brazil, according to a statement released by its controlling company Cosan on June 25, reports Sugaronline.

The new plant will have the capacity to produce 82 million litres of ethanol per year, two times more than Raízen’s current ethanol plant in Brazil. The start of the operations is estimated for 2023. Once the new ethanol plant is operational, Raízen will have a total capacity to produce 120 million litres of 2G ethanol per year.

“The announcement of the new plant meets the growing demand for the product in the international market, with 91% of its volume already sold under a long-term contract with a global energy player,” the company said.

Raízen will build its new plant at its bioenergy complex in Guariba, São Paulo state, where its first 2G ethanol plant and its biogas plant are located. It also produces sugar, first-generation ethanol and electricity from biomass at the site.

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