The New State of Play for Sugar: Trends, Policy, Consumption and Activism

Courtney Gaine, PhD, RD
ASA Symposium, San Diego
August 8, 2017
The Sugar Association is the scientific voice of the U.S. sugar industry, making a difference by continuously supporting scientific research and sharing our knowledge of sugar to increase consumer understanding and confidence in the role that sugar plays in a nutritious, balanced and enjoyable diet.
It’s A New *World* for Added Sugars: How did we get here?
Global Landscape - Nutrition and Obesity

Pressure on governments to address human and economic costs of obesity + Growing international consensus, rights-based framework, distrust of industry

Local, national, and international policies to restrict or prohibit sale and consumption of processed food and beverages

Slide borrowed from GMA
“It is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda, and Big Alcohol.”
- WHO Director General Margaret Chan

“Large companies that produce “junk food” are 21st C. pedophiles that violate the human rights of children.”
- Chilean Senator, author of “stop sign” law

“With the scandal and outrage of the advertising and marketing of ultra-processed products to children, what's needed is resolute and even militrant action.”
- Brazilian academic frequently cited by WHO and PAHO

The UN should negotiate a binding global convention “to curb the unchecked actions of powerful economic actors that have lately been flooding global markets with junk food.”
- UN Special Rapporteur on the Right to Food
WHO Guideline for Sugars
March 2015

1. Reduced intake of “free sugars” throughout the life-course
   • [strong recommendation]

2. In both adults and children, WHO recommends that intake of “free sugars” not exceed 10% of total energy
   • [strong recommendation]

3. WHO suggests further reduction to below 5% of total energy
   • [conditional recommendation]
The WHO Guidelines Provided Important Ammo

- The Quantitative Recommendation
- The Public Health Activist Momentum
- Media Coverage and its Consumer Penetration
Controversial Among Scientists

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.
“Traditionally, food companies have evaluated the efficacy of public policy proposals using two key criteria: cost-benefit analysis and sound science. However, a chaotic marketplace, the evolving food consumer, and the vast differences in the regulatory environment in Washington during the last decade have compelled many food companies to view proposed regulations through the additional lens of consumer trust.”

“Only time, consumer loyalty polling and product sales data will indicate whether or not their choice was correct.”

-Sean McBride, FoodDive, August 7, 2017
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%
The U.S. Food & Drug Administration’s New Food Label

**Original Label**

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
<th>New Label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size</strong></td>
<td><strong>8 servings per container</strong></td>
</tr>
<tr>
<td>2/3 cup (55g)</td>
<td><strong>Serving size</strong> 2/3 cup (55g)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Amount per serving</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calories</strong> 230</td>
<td><strong>Calories</strong> 230</td>
</tr>
<tr>
<td><strong>Total Fat</strong> 8g</td>
<td><strong>Total Fat</strong> 8g</td>
</tr>
<tr>
<td>Saturated Fat 1g</td>
<td>Saturated Fat 1g</td>
</tr>
<tr>
<td>Trans Fat 0g</td>
<td>Trans Fat 0g</td>
</tr>
<tr>
<td>Cholesterol 0mg</td>
<td>Cholesterol 0mg</td>
</tr>
<tr>
<td>Sodium 160mg</td>
<td>Sodium 160mg</td>
</tr>
<tr>
<td>Total Carbohydrate 37g</td>
<td>Total Carbohydrate 37g</td>
</tr>
<tr>
<td>Dietary Fiber 4g</td>
<td>Dietary Fiber 4g</td>
</tr>
<tr>
<td>Sugars 1g</td>
<td>Sugars 1g</td>
</tr>
<tr>
<td>Protein 3g</td>
<td>Protein 3g</td>
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</tbody>
</table>

- Serving size for sugar was also increased from 1tsp (4 grams) to 2 tsp (8 grams)
- Based on the 2015 Dietary Guidelines
- Daily Value of 10% based on 50g (adults) and 25g (children <4yrs)
- Released May 20, 2016
- Implementation date: TBD
[Heartily Funded] Public Health Activist Pressures
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.”
“Several prominent public health organizations have pledged to *spend an estimated $825 million* over the next 10 years to promote sugar taxes, ban junk food advertising, change package labels, and do research related to healthier eating and food industry practices.”
2016: The year of the sugar tax


Last updated on 16-Dec-2016 at 15.35 GMT
WARNING Labels:  
No Longer Just, “consume less” Messaging
And Now, It’s Not Just Soda Under Attack

**Should cupcakes be allowed in school?**

**Should states ban junk food in schools?**

Ban sugary foods in schools and hospitals, doctors say

Sugar intake should be cut even further, doctors have said, as they suggest 14g should be maximum daily intake - the equivalent of four blocks of Cadbury's Dairy Milk chocolate.

**Should Sugar Be Banned In Schools?**

Battle Intensifies to Keep Junk Food Out of School Lunch Rooms
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
Anti-Sugar Tactics: Tool Kits, Books, Apps, Activist Activities
FOR A HEALTHIER WORLD

STAY SUGAR REDUCED
Policies + Consumer Demand → Reformulation
A Race to Reformulate…

NESTLÉ: CUTTING SUGAR WITHOUT AFFECTING TASTE

December 14, 2016

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.

Sugar reductions
- Bran Flakes down 30%
- Coco Pops down 14%
- Rice Krispies down 14%
- Cheerios down 10%

Yogurt makers cut sugar but add fat and convenience to meet consumer demands
Win Consumers’ Trust…

Hershey Goes Forward With Nutrition Labels

New packaging broadens company's commitment to transparency.

July 14, 2017, 11:49 am

According to the company, updating the Nutrition Facts panel is part of Hershey's broader commitment to transparency and making it easier for people to access more information about their food so they can make informed choices.

And Capitalize on the Anti-Sugar Momentum
"While sugar may contribute, it's not the sole cause of the obesity epidemic. The causes of obesity are broken systems and not one single thing. Sugar in moderation is not necessarily a bad thing. Too much sugar is certainly not a good thing, but just trying to find that one bad ingredient, that one cause of obesity, without paying attention to everything else that may be affecting health, will result in zero progress."

- Dr. Bruce Lee, Associate Professor of International Health at the Johns Hopkins Bloomberg School of Public Health, Executive Director of the Global Obesity Prevention Center
THANK YOU
For More Information and Resources

www.sugar.org

Stay tuned for much more web and social media activity!