Increasing Consumer Confidence in Sugar: Is it Possible?

P. Courtney Gaine, PhD, RD
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The Sugar Association is the scientific voice of the U.S. sugar industry, seeking to make 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.
“Added sugars provide sweetness that can help improve the palatability of foods, help with preservation, and/or contribute to functional attributes such as viscosity, texture, body, color, and browning capability.”

Dietary Guidelines for Americans, 2015–2020
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 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 U.S. Food & Drug Administration’s New Food Label

**Original Label**

**Nutrition Facts**
- Serving Size: 2/3 cup (55g)
- Amount Per Serving:
  - Calories: 230
  - Total Fat: 8g
  - Saturated Fat: 1g
  - Trans Fat: 0g
  - Cholesterol: 0mg
  - Sodium: 160mg
  - Total Carbohydrate: 37g
  - Dietary Fiber: 4g
  - Sugars: 1g
  - Protein: 8g
- Calories: 2,000
  - Calories from Fat: 72%

**New Label**

**Nutrition Facts**
- Serving size: 2/3 cup (55g)
- Amount per serving:
  - Calories: 230
  - Total Fat: 8g
  - Saturated Fat: 1g
  - Trans Fat: 0g
  - Cholesterol: 0mg
  - Sodium: 160mg
  - Total Carbohydrate: 37g
  - Dietary Fiber: 4g
  - Sugars: 1g
  - Protein: 8g
- Daily Value of 10% based on 50g (adults) and 25g (children ≤4yrs)
  - <5% = “LOW”
  - >20% = “HIGH”

- Serving size for sugar was also increased from 1tsp (4 grams) to 2 tsp (8 grams)

**Released May 20, 2016**

**Implementation date:** January 2020

**Based on the 2015 Dietary Guidelines**
FDA’s 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.
Trends in Added Sugar Consumption

Reducing consumption by 70 calories will meet %DV

THE GOAL

Sugar is seen as a positive part of a balanced diet and aids in the enjoyment of a wide range of foods.
For More Information and Resources

• The Sugar Association (www.sugar.org)

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