

Increasing Consumer Confidence in Sugar: Is it Possible?

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the
Sugar 
association

the Sugar association



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



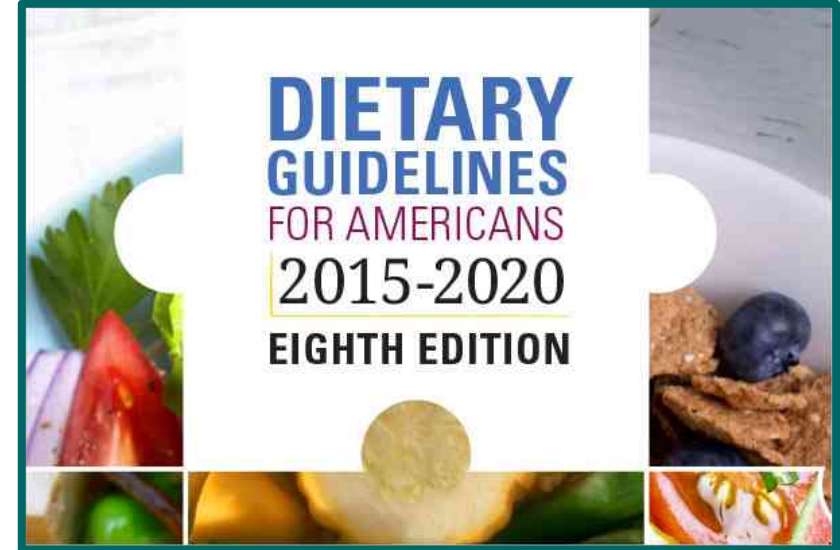
The Sugar Association is the scientific voice of the U.S. sugar industry, seeking to make a difference by continuously supporting scientific research and sharing our knowledge of sugar to **increase consumer understanding and confidence in the role that sugar plays in a nutritious, balanced and enjoyable 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, 2015–2020¹

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)
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:
January 2020
- Based on the 2015
Dietary Guidelines

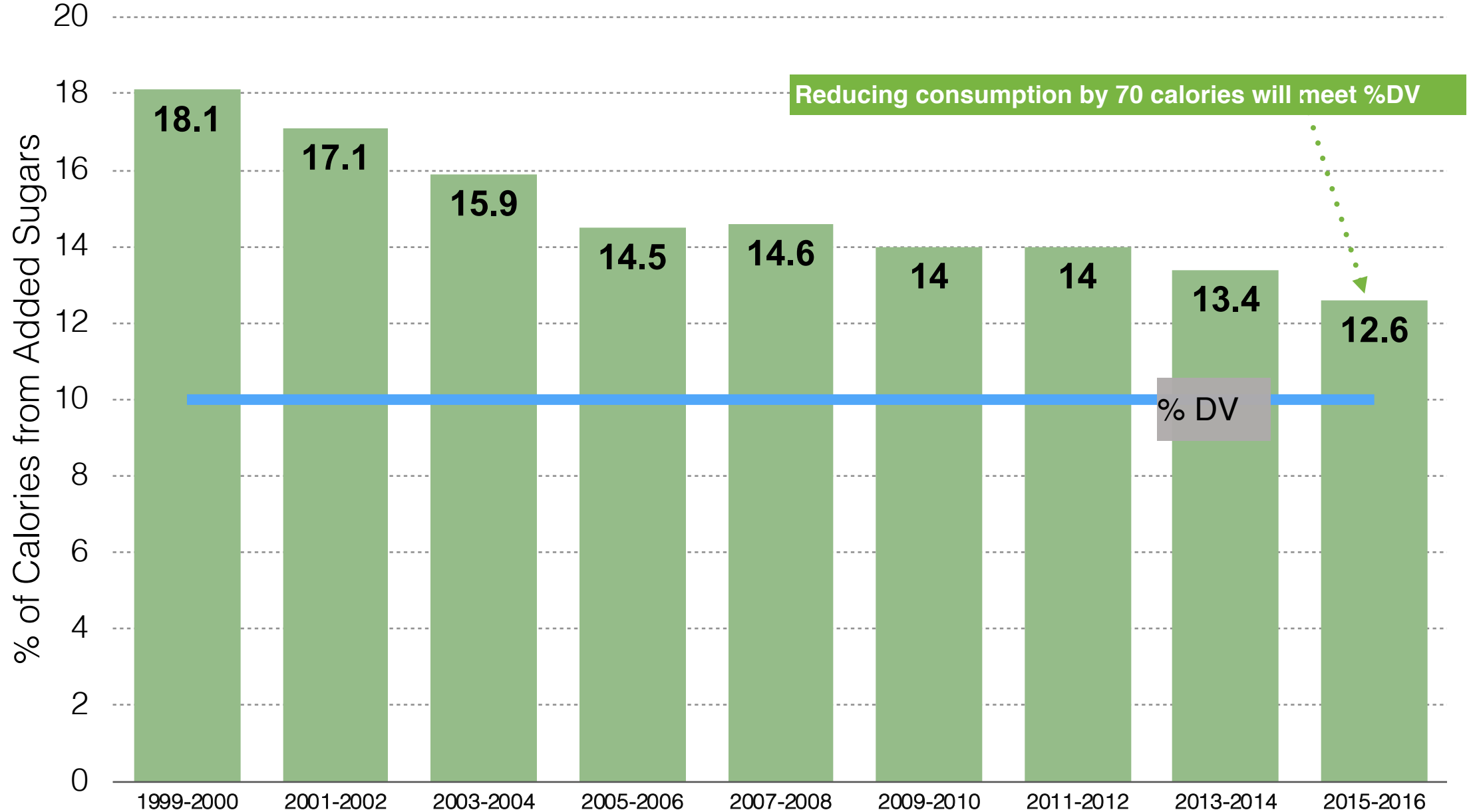
- Daily Value of 10%
based on 50g (adults)
and 25g (children <4yrs)
- <5% = "LOW"
- >20% = "HIGH"

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

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



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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