

THE SUGAR ASSOCIATION



PJ B
PROTE
PRECH
YOUR



Agricultural Outlook Forum 2004

Sound Science and Prospects for Sugar Consumption

Andrew Briscoe
President & CEO
The Sugar Association
February 20, 2004



The Sugar Association

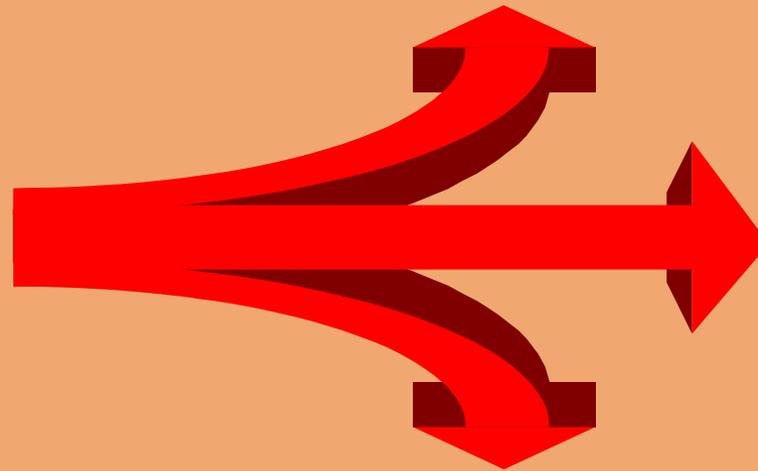
(Established in 1943)

The mission of the Sugar Association is to promote the consumption of sugar as a part of a healthy diet and lifestyle through the use of sound science and research.



**Defending
the Facts**

Public Affairs



**Research
& Science**

Public Policy



MEDICARE'S BIG MESS • THE OVERWORKED ARMY

U.S. News & WORLD REPORT
FEBRUARY 9, 2004 www.usnews.com

THE **WEIGHT DEBATE**



**IS
OBESITY
REALLY
A
DISEASE
?**

\$3.99 u.s. / \$4.99 CANADA



Annual Cost of Obesity

300,000 deaths
\$293 billion

Sources: USDA, American Obesity Association



Center for Disease Control (CDC) Reports

February 5, 2004

Caloric intake by both men and women has increased 22 percent (to 1,877 calories in women) – 7 percent (to 2,618 calories in men).



The Washington Post

SATURDAY, FEBRUARY 7, 2004

Ellen Goodman

Warning: Your Car Will Make You Fat

BOSTON—Remember when everybody wanted to live in Fat City? Remember when Fat City was the imaginary slang capital of the land of plenty? This was the place where your cup runneth over.

Well, nobody seems to regard it as a compliment anymore.

In case you missed it, Detroit was given the dubious honor this year of being named the fattest city in America. The title was awarded by Men's Fitness, a magazine of pecs and abs. How did it portray the winner? As a beer-bellied, blue-shirted slob eating a bucket of doughnuts and against a backdrop of—ta-da—hubcaps.

Not a pretty picture, to put it mildly. Kwame Kilpatrick, the 6-foot-4, 300-pound mayor of Detroit, wasn't exactly thrilled at Detroit's being No. 1. But it's an image that has stuck. Motown as Fat City? This just may be the moment when we acknowledge that the culprit in the battle of the bulge has more than a giant maw. It has four wheels.

What did Kilpatrick say when he heard that the city had maxed out? "We love our cars." He said it as sheepishly as the mayor of Philadelphia might say, "We love our cheesesteaks." Now the auto industry is rolling out a car called Titan while we are driving ourselves to obesity.

The Detroit Moment must delight the public health gurus who agree that the car is a major ingredient in the incredible growing American, on an enemies list right beside Big Macs. Indeed, one of the reasons Motown moved from third to first

place in the heavyweight division was an increase in commuting time.

Of course in fairness, rather than in fitness magazines, we wouldn't be crowning Fat City. We'd be crowning fat suburb or fat exurb. Last fall we were treated to a sheaf of studies showing that the waistline expands with the distance you live from neighbors or from work or from the market. The farther out you live the less you walk, the more you drive, the more you weigh.

The Robert Wood Johnson Foundation redefined sprawl itself as a public health menace. It's not just the landscape that disappears with each cul-de-sac subdivision, it's the body shape. Urbanites are on average six pounds thinner than their suburban cousins.

The number of miles an American drives has doubled since 1963 and the number of overweight children between ages 6 and 11 has doubled since 1973. Kids today spend about an hour a day in cars, not counting the school bus. One of life's great ironies is that so many families move to the exurbs for a better lifestyle for the kids. Whereupon parents turn into chauffeurs and kids get strapped into car seats whenever we need a carton of milk.

The only one I've found who thinks the automobile can be a diet aid is an imaginative Connecticut inventor named Yefim Kriger, who won a patent for a gizmo that can weigh drivers—and harass them when they've overeaten with admonitions like: "You ate too much! Don't do it next time!"

For a long time, scientists have told us that the car is to the environment as the cigarette is to the human body. Today smoking is down, but gas guzzling is up. Americans have done little to slim down their fuel intake. Instead they've bulked up their cars.

If we don't care that every gallon of gas puts 20 pounds of carbon dioxide in the air, maybe we'll care that it puts those pounds on the hips. Americans may have a love affair with the car, but we have an obsession with weight loss. We go from the Zone Diets to South Beach and follow Atkins beyond his grave. We go high and low, carb and fat. At any given moment 45 percent of American women and 30 percent of American men are trying to lose weight.

Instead of lecturing Americans to ease up on their driving for the sake of the environment, we could market it as a weight loss activity. Instead of slapping stickers on SUVs impugning the politics of the owners, we could slap warning labels on cars saying: "This Vehicle Will Make You Fat." We could form Gas Watchers; instead of weighing in on a scale once a week, we'd have to report our odometer.

Want to lose six ugly pounds, reduce sprawl and make sidewalks our most important project? Put aside your Safari, park your Defender, trade in your Explorer for walking shoes. Now that's Phat City.

ellengoodman@globe.com





Be physically active each day

Health benefits of physical activity

Physical activity recommendations

Adults -- 30 minutes of moderate physical activity most, preferably all days of the week

Children -- 60 minutes of moderate physical activity daily

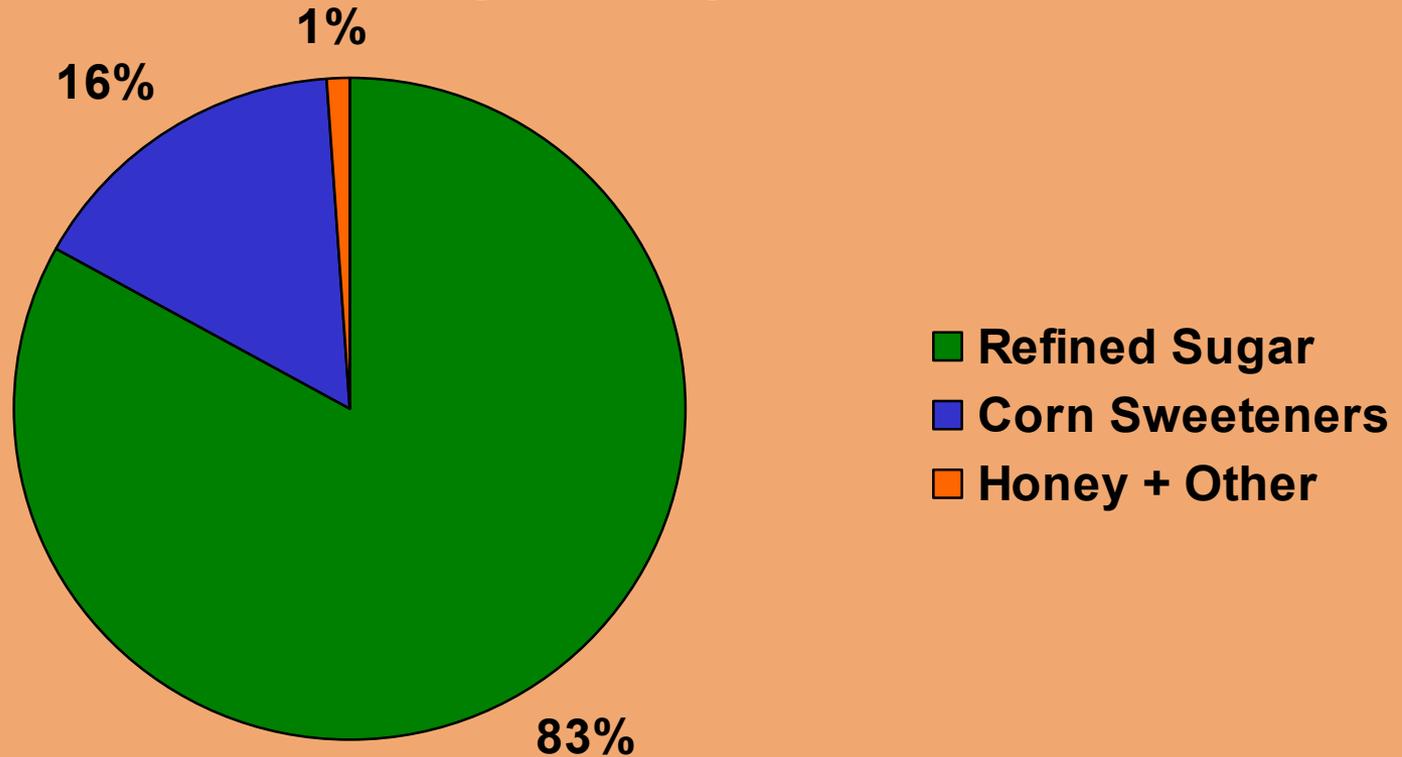
* Dietary Guidelines for All Americans 2000



Sugar Deliveries and Consumption



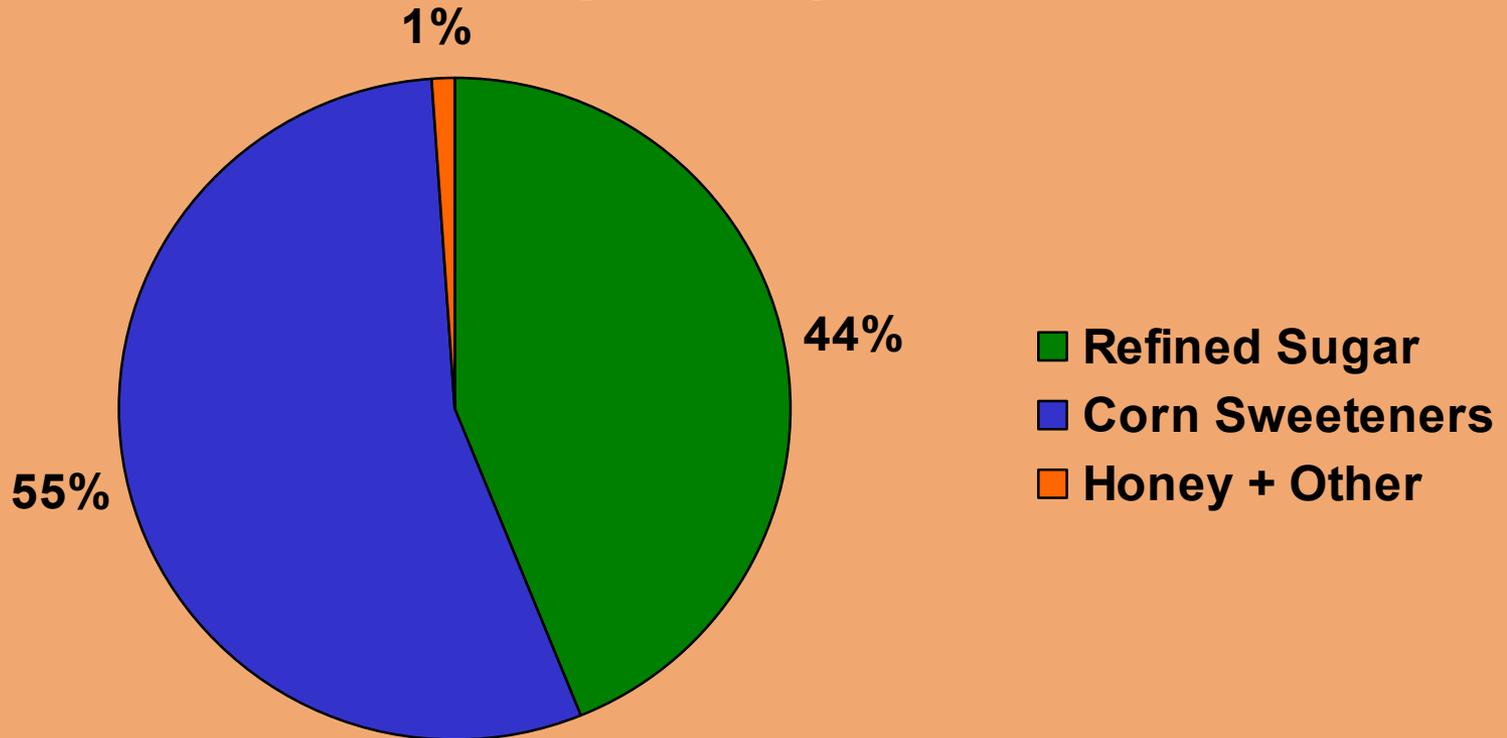
USDA Caloric Sweetener Total Supply Availability (1970)



United States Department of Agriculture. Economic Research Service.
Food Consumption, Prices, and Expenditures , 1970 – 97.
Statistical Bulletin No. 965. April 1999.

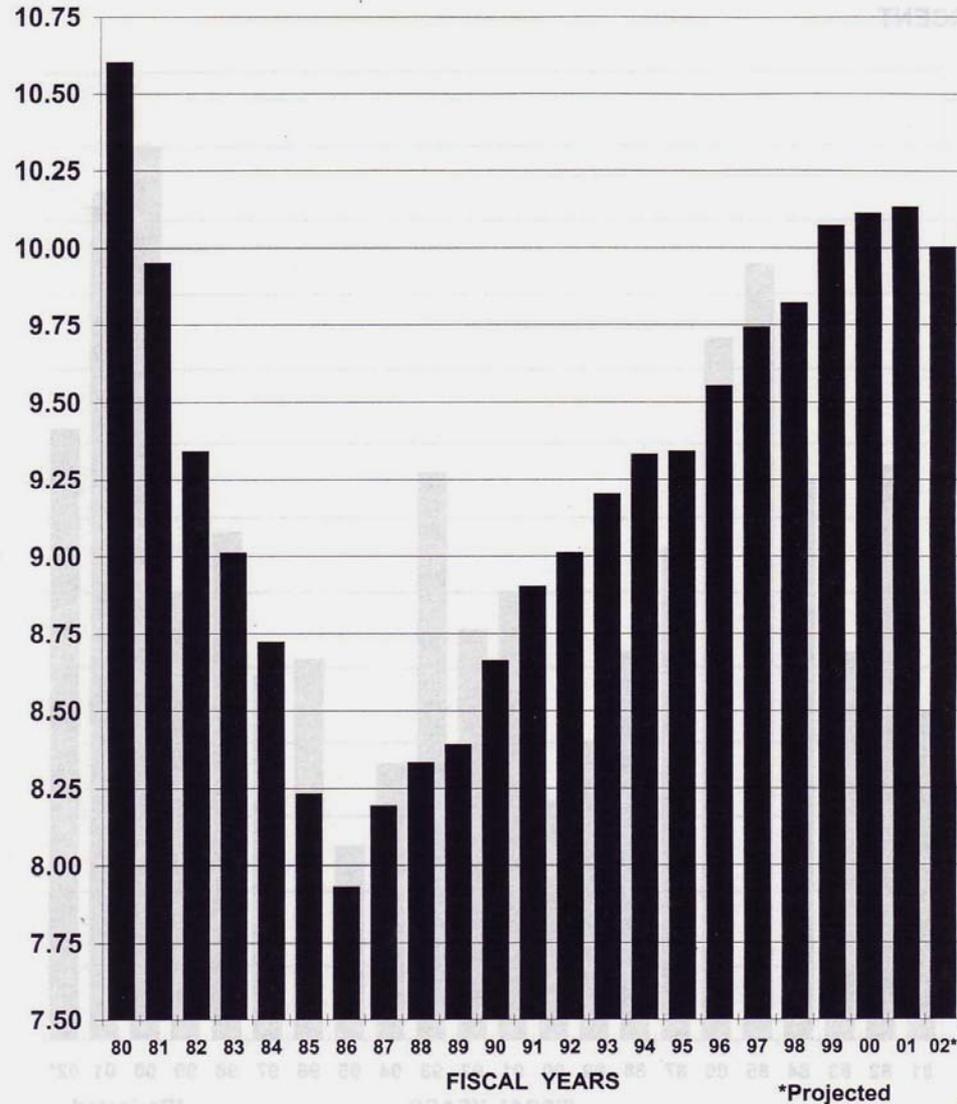


USDA Caloric Sweetener Total Supply Availability (2000)



U.S. SUGAR DELIVERIES

MILLION TONS
RAW VALUE



Economic Research Service created a new Table 51 to reflect accurate sugar consumption figures.

- Per capita deliveries of sugar (sucrose) has trended downward since 1972 when it was 102 lbs. per person per year. Now in 2002, per capita deliveries is 63 lbs. per person per year.
- Deliveries were adjusted downward by 29% for waste, spoilage, and other loss to provide an accurate sugar consumption figure of **45 lbs. per person per year.**



Institute of Medicine Food and Nutrition Board's Macronutrients Report September 5, 2002

“Based on the data available on dental caries, behavior, cancer, risk of obesity and risk of hyperlipidemia, there is insufficient evidence to set a UL for total or added sugars.”

However, they go on to say, “Although a UL is not set for sugars, a maximal intake level of 25 percent or less of energy from added sugars is suggested based on the decreased intake of some micronutrients of American subpopulations exceeding this level.”



The World Health Organization (WHO) Diet and Nutrition Report 916

Calls for less than 10% of caloric intake of free sugars



World Health Organization and the Food & Agriculture Organization

Prevent the use of WHO Diet and
Nutrition Report 916 in WHO Global
Strategy and in FAO nutrition policy
considerations throughout the world,
specifically the U.S.



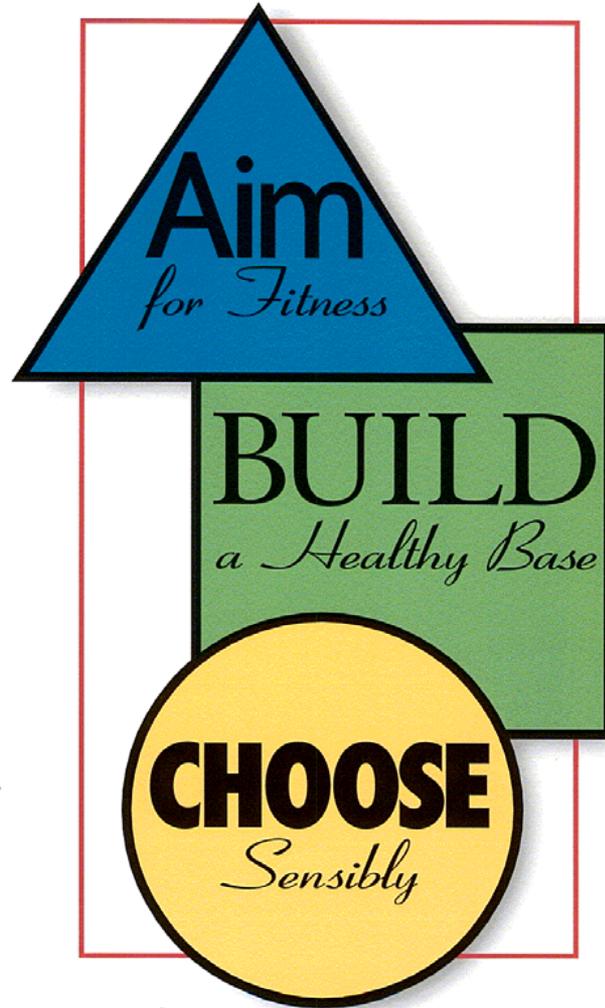
Inaccuracies with WHO Report 916

- Lacks the preponderance of science (only 11 scientific references were cited, one 30 years old)
- Lacks a broad-based, outside peer review
- Lacks an economic impact analysis (G-77 and GRULAC developing countries oppose the Report)
- Lacks due process



Nutrition and Your Health:

DIETARY GUIDELINES FOR AMERICANS



...for good health



Approved Federal Dietary Guidelines 2000

“Choose foods and beverages to moderate your intake of sugars”



Dietary Guidelines (Sugar Association 2005 Objectives)

- Sugars intake is looked at in the context of the entire diet as it was in the 1995 guideline “Choose a diet moderate in sugars.”
- Eliminate the emphasis on added sugars in the text of the sugar guideline.
- The Guidelines drive the content of the Food Guide Pyramid, not the reverse.



All federal feeding programs follow the Dietary Guidelines



56 million Americans

School Lunch School Breakfast
Food Stamps WIC



Fats, Oils & Sweets
USE SPARINGLY

KEY

● Fat (naturally occurring and added)

▼ Sugars (added)

These symbols show fats and added sugars in foods.

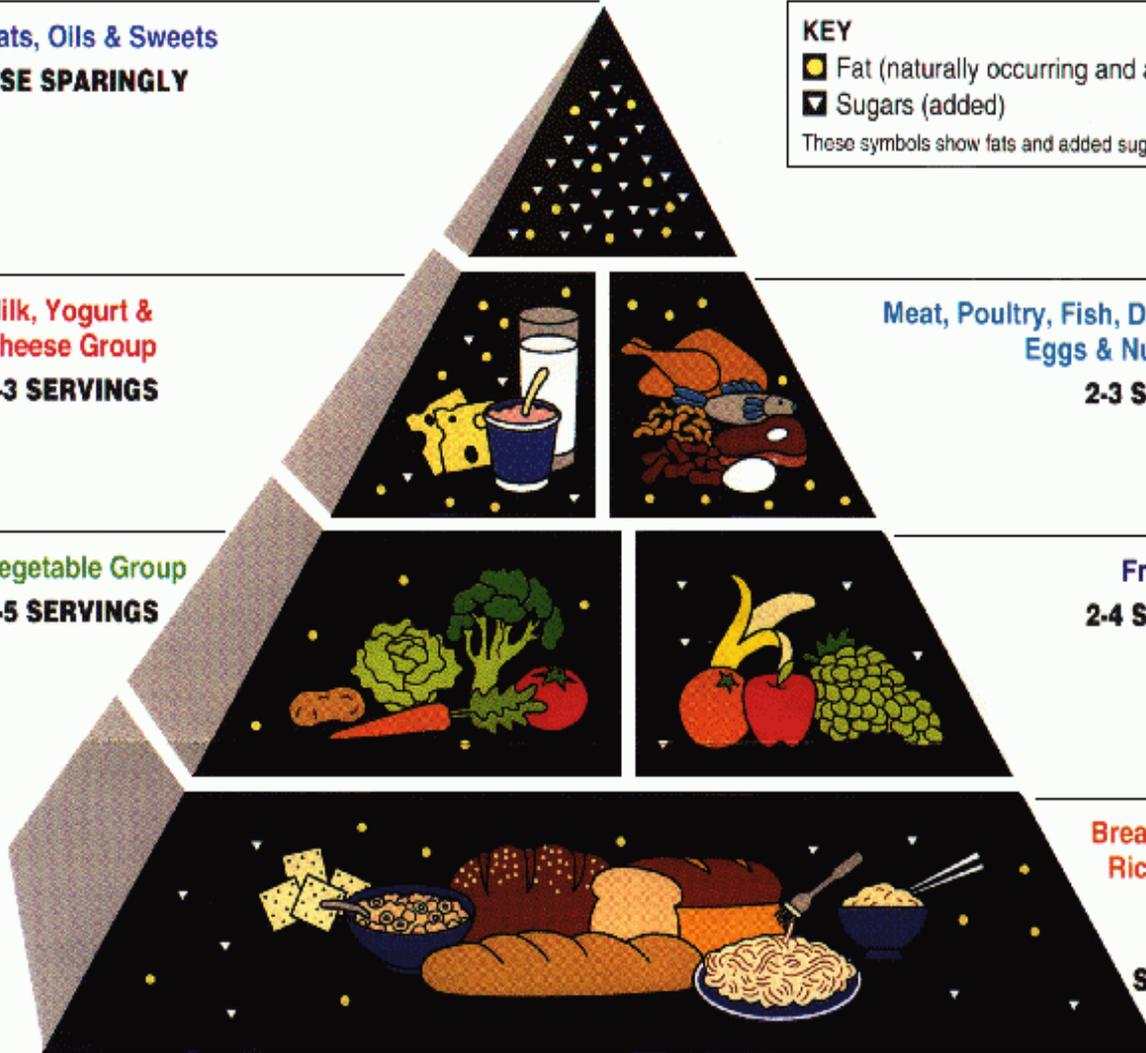
Milk, Yogurt & Cheese Group
2-3 SERVINGS

Meat, Poultry, Fish, Dry Beans, Eggs & Nuts Group
2-3 SERVINGS

Vegetable Group
3-5 SERVINGS

Fruit Group
2-4 SERVINGS

Bread, Cereal, Rice & Pasta Group
6-11 SERVINGS



Food Guide Pyramid (Sugar Association Objectives)

- Eliminate reference to added sugars
- Establish science-based sugar policy for use in the Pyramid.



Strawberry Preserves

Nutrition Facts

Serving Size 1 Tbsp (20g)

Amount Per Serving

Calories 50 Calories from Fat 0

% Daily Value*

Total Fat 0g 0%

Sodium 10mg 0%

Total Carbohydrate 13g 4%

Sugars 7g

Protein 0g

INGREDIENTS: Strawberries, Corn Syrup, Sugar, High Fructose Corn Syrup, Citric Acid, Fruit Pectin.



Food Labeling/Added Sugars

- Revise current food label term “sugars” to more accurate, consumer-friendly terminology.
- Eliminate the use of “and/or” labeling on beverages, specifically soft drinks.



Assuring Scientific Integrity and Accountability

- Access to Data Law in 1999 which expanded the Freedom of Information Act provides that raw data must be made available if the research is federally funded once the findings are published or presented in a public forum.
- Data Quality Act in 2002 set standards for all U.S. agencies to adhere to in order to utilize any science or research to support their federal policy positions.



Impacts on Sugar Consumption



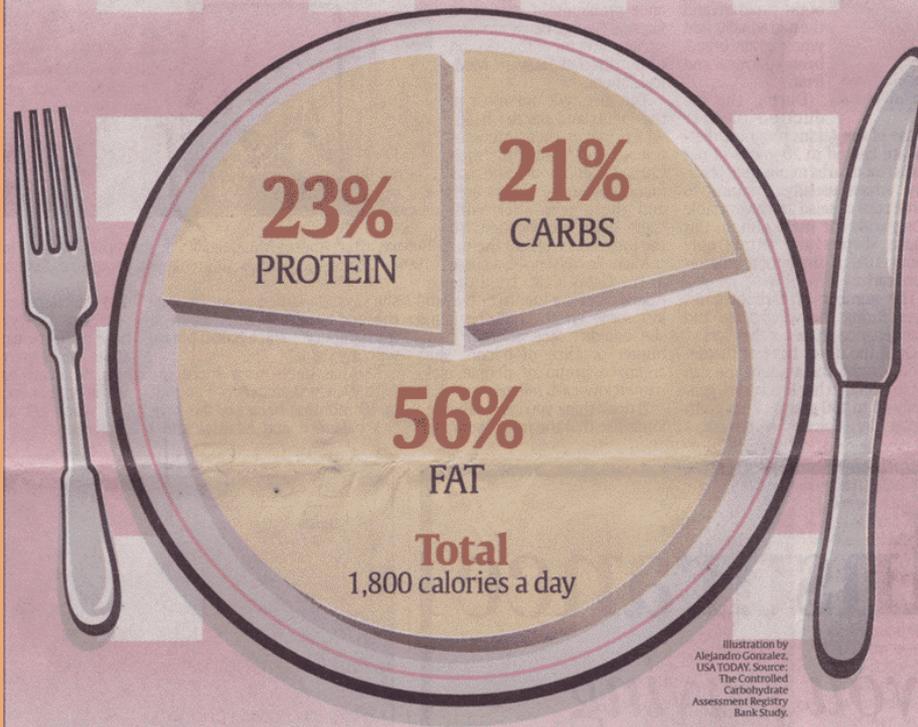


Illustration by Alejandro Gonzalez. USA TODAY. Source: The Controlled Carbohydrate Assessment Registry Bank Study.

A better Life

Personality and dieting

Examine your personality to assess what kind of diet will work best for you, 7D

USA TODAY .com

Are you losing it?

Experts address weight-loss concerns today from 11 a.m. to 2 p.m. ET at talk.usatoday.com

How long can you stay on this diet?

Low-carb plan gets put to the test

By Nanci Hellmich
USA TODAY

Cutting carbohydrates is the hottest diet trend of the decade, driven in part by the huge popularity of the Atkins and South Beach diets.

But is it healthy to stay on this diet forever? That's what scientists are trying to find out.

One group of researchers has established a new registry of low-carb dieters. They began gathering names and data on people a

year ago, and so far 2,300 carb-counting enthusiasts have signed on to the Controlled Carbohydrate Assessment Registry Bank Study (epi.aecom.yu.edu/ccarbs).

Preliminary data indicate that the low-carb participants, most of them women, eat about 1,800 calories a day, with 21% of calories coming from carbohydrates, 56% from fat and 23% from protein. More than half of the calories come from fat because of the high-fat content of foods like fatty meats,

Please see COVER STORY next page ►



Carbohydrates are the
brain's preferred
source of fuel.



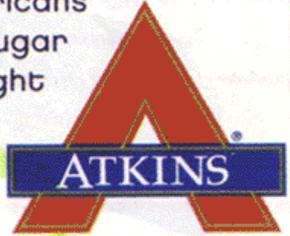


IT'S ONLY 4 GRAMS OF CARBS!

IT'S CHOCOLATE CANDY!



The Atkins Nutritional Approach™ has helped millions of Americans reduce their intake of high-carbohydrate foods like white sugar and refined flour, making it the #1 program for lifetime weight management. To find Atkins products, look for the red "A" where healthy foods are sold and visit atkins.com.



Did you know? Americans consume 158 lbs. of sugar per person per year.

JOIN THE LOW-CARB REVOLUTION

Retailer: We will reimburse you the face value of this coupon plus \$.08 handling provided you and the consumer have complied with the terms of this offer. Invoices proving purchases of sufficient stock to cover presented coupons must be shown on request. Any other application may constitute fraud. Coupon void where prohibited, taxed or restricted. Limit one coupon per customer. This coupon cannot be combined with any other coupon offer. Offer valid on sale items. Consumer must pay any sales tax. Cash value 1/20 of one cent. Reproduction of this coupon is expressly prohibited. Mail to: Atkins Food Company, CMS Dept. # 37480, One Fawcett Drive, Del Rio, TX 78840



Impacts on Sugar Consumption/Artificial Sweeteners – Splenda™

- Now controls 35 percent of the artificial sweetener market estimated totaling \$300 million.
- They try to market themselves as “Made from sugar, taste like sugar”, but Splenda™ is not sugar.





NOBODY'S BEEN ABLE TO DUPLICATE REAL SUGAR, EITHER.

Nature can be imitated, but never duplicated. And the imitations usually fall far short in quality. So it's no surprise that artificial sweeteners can't compare to real sugar.

IT'S 100% NATURAL
Sugar is pure and 100% natural. It contains no mysterious, unnatural ingredients. No man-made chemicals. And no warning labels.

SUGAR IS SAFE
Unlike any artificial sweetener, sugar is on the government's FDA GRAS list (Generally Recognized As Safe).

ONLY 16 CALORIES
Surprisingly, real sugar has only 16 calories per teaspoon—16 naturally satisfying calories.

SUGAR TASTES BEST

In a recent taste test, sugar was preferred nearly 3 to 1 over the leading artificial sweetener.

So if you want a low calorie sweetener that's 100% natural and perfectly safe, use real sugar. Anything else is a poor imitation.

100% NATURAL SUGAR.



**THERE'S REALLY
NO SUBSTITUTE.**





Welcome to E-Business for Sugar-Based Products

The definitive resource on the web for products made with all natural beet and cane sugar!

Sugar: All Natural... 15 Calories Per Teaspoon!



Featured Beverage: Dublin Dr. Pepper

Dublin Dr. Pepper, based in Dublin, TX, is the world's oldest Dr. Pepper Bottler and uses only sugar in its non-diet products. It is definitely a 'A True Texas Original'!

Visit the [Beverages](#) section to view all the sugar-based beverages.



Featured Food Product: Florida Crystals Sugar

Florida Crystals natural sugars are milled on the day of harvest, with one simple crystallization. The juice is pressed from sun-ripened sugarcane, washed, filtered and crystallized-all right on the farm. Because our natural sugars are less processed, they retain more of the original flavor of sun-sweetened sugarcane. No additives or preservatives, nothing artificial--just natural sweetness to enhance your favorite foods.

Visit the [Food Products](#) section to view all the sugar-based food.



Featured Cosmetic: Coconut Spa Coconut Sugar Body Rub

This incredibly effective body treatment gently buffs away aging skin cells, unclogs pores and restores your skin to a healthy glow. A luscious tropical treat, it is made with the finest quality organic hand pressed virgin coconut oil from the Phillipines and pure cane sugar crystals from Hawaii.

Visit the [Cosmetics](#) section to view all the sugar-based cosmetics.



the room on the light and again I quickly how I've been doing for the... it's been... country... forward to a... workers'...



Time In A Bottle

Why are soft drinks that date back to Grandma's time flourishing in a Coke-and-Pepsi world?

When the Falzer family opened C.J. Arthur's restaurant at the site of a long-popular eatery in suburban Chicago, they saw that one of the soft drinks stocked by the previous owner was a lime-tasting concoction, available

mostly in the Midwest, called Green River. Fifteen years later, it's still there. "We never ever thought of taking it out," says Cindy Falzer. "It's been here as long as there has been a restaurant in this location. And it's still really popular. We've

got adults who come in and say, 'I haven't had that since I was a kid,' and we have kids who are trying it for the first time." In this, the 85-year-old Green River is not alone. This may be a Coke-and-Pepsi universe, but a variety of regional soda makers have established comfortable and profitable niches. They may be as large as Big Red in Texas and Cheerwine in the Carolinas, which are among the 10 biggest regional brands in the country (though still minuscule by Coke and Pepsi standards), or as small as Ale-8-One





SUGAR: All Natural...

**15 Calories and 4 Grams
of Carbohydrates Per
Teaspoon!**



Science Must Be the Foundation for All Nutrition Policy

Bad science = poor nutrition policy = inadequate dietary guidance = inaccurate perceptions = increased obesity or related illness and disease = decreased demand for sugar and other agricultural products = loss of farmland and catastrophic impacts to farmers and growers.



THE SUGAR ASSOCIATION



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