

“This #Diwali may our common sense shine bright and may we realize that sugar, salt or fat are not the problem, excesses are.

And that the problem of excess is not resolved by cutting sugar but by cutting down excesses”....

(Diwali message by a famous celebrity nutritionist)



Updates influencing the appeal for sweetener

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- Dietary Guidelines for sugar... (viz WHO, American Heart Association, European Food Safety Association, National Institute of Nutrition (NIN) etc)...
- Taxes on sugar and Sugar Sweetened Beverages
- Front of Pack (FOP) labeling
- Regulation on advertisement of packs with high sugar content

Dietary Guidelines for sugar intake

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- **WHO-** recommended added sugar to be limited to <10% of a person's caloric intake in 2002.
 - In 2014, WHO recommended- sugar intake to 5% of total calorie intake to combat obesity.
- **American Heart Association (AHA)**, the maximum amount of added sugars in a day:
 - Men: 150 calories per day (37.5 grams or 9 teaspoons) Women: 100 calories per day (25 grams or 6 teaspoons)Jun 28, 2018

Dietary Guidelines for sugar intake

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- **European Food Safety Authority-** European food industry uses 90 grams as its daily consumption guideline for total sugar labeling.
- **NIN Guidelines-** The consensus dietary guidelines for Indians in 2011 recommend less than 10% of total calories from free sugars per day

Taxes on sugar & SSB's

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- Sugar taxes have gained momentum in 2017.
- The concept of sugar taxes (usually on SSB's) attracts strong feelings both for & against.
- depends on whom you ask...

(Let's take a look at some of the countries around the globe where sugar taxes have been in the news):-

Taxes on sugar/SSB's across the globe

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S.No.	Country	Tax	Year	Reasons for Taxation
1.	Hungary	Health Tax	2011	Aimed at containing high fat, sodium & sugar.
2.	Mexico	Sugar tax on SSB's	2014	Highest rates of diabetes globally.
3.	Caribbean, Dominica & Barbados	Tax on SSB's	2015	Bid to control the rapid growth of diabetes throughout the country.
4.	India	Tax on SSB's	2017	For public health
5.	Saudi Arabia	1 st Gulf country to introduce Sin tax	2018	For public health.
6.	UK, Ireland, France & Portugal	Sugar Tax on SSB's	2018	To control rise in obesity/diabetes
7.	North America (some State authorities)	Sugar taxes	2018	To control diabetes & obesity problem.
8.	Malaysia	Tax on SSB's	2019	For public health

Taxes across the globe...

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- *Chile*- introduced a tax in 2014, coupled with warning labels on foods high in fat or sodium, to combat rise in obesity.
- A survey shows that since the application of harsh restrictions on food marketing, the percentage of obese people has increased from 25.1% in 2016 to 34.4% today (+9.3%).
- Overall the effectiveness of levy's- in many countries is mixed; any long-term impact still has to be seen.

Taxes....good or bad?

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- So are these taxes the solution for inculcating healthy eating habits....??
- Many countries adopting -wait & watch policy. lack of evidence to prove these measures effective.
- Although the lasting health effects of such actions remain unclear, for now, sugar taxes are proving to be a useful source of revenue for governments & providing a common cause for governments, celebrities & consumers to rally around in the name of better health.

Front of Pack (FOP)-Labeling Practices

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Worldwide, FOP nutrition labelling has been introduced through government policies in a myriad ways utilizing different terminology mostly on voluntary basis and some mandatory, few examples are :

Examples	Country	Mandatory/Voluntary	Terminology
<ul style="list-style-type: none"> Star-based systems Nutriscore Traffic light symbols 	Australia, NZ France UK, Equador South Korea	Voluntary Voluntary Voluntary	Interpretive nutrition rating system (INRS)
<ul style="list-style-type: none"> Health logos 	Peru, Norway, Sweden, Singapore, Denmark, Belgium	Voluntary	
<ul style="list-style-type: none"> Guideline Daily Amount (GDA) system 	Some EU countries	Voluntary	Reductive system
<ul style="list-style-type: none"> Warnings or 'High in' symbols 	Sri Lanka, Finland, Chile, Israel, Canada & Peru	Mandatory	

- There are 7 countries in the world with mandatory FOP labeling practices.
- The debate over which FOP labeling scheme is most effective is likely to continue for the foreseeable future.
- Therefore necessary to clarify the scientific evidence behind each model and to clearly identify the best approach towards an evidence-based national labeling strategy.

- FSSAI draft guidelines (April 2018)- suggesting a red colored mark on the packs of products.
 - the energy/calories from added sugar is more than 10% of the total energy provided by the 100 gms/100 ml. of the product.
- the ‘acceptable’ sugar quantity, does not factor- individual’s anatomy, genetic makeup, lifestyle, nutritional requirements etc and hence has almost no relevance to India.

- FSSAI's proposal to colour code – red – items with high sugar content will result in almost 90% items being labeled red in India.
- Industry' request to FSSAI - scientific study in the Indian context to prove that consumption of sugar per se is harmful to the health of an individual.
- Per capita consumption of sugar in India continues to be amongst the lowest in the world around 19 kilo per year.

World per capita consumption of sugar (in kg)

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Countries	2008	2018
USA	30.4	31.1
Russia	39.8	39.7
Brazil	60.7	50.2
India	19.0	19.5
Japan	16.2	16.5
Bangladesh	8.4	13.6
Pakistan	25.7	24.7
Thailand	32.2	43.4
Sri Lanka	30	32.0
Australia	52.5	37.1
New Zealand	50.4	46.2
Singapore	58.1	46.9

Source: ISO

* Per capita figures have been taken based on sales/ dispatches of the respective country

Sugar consumption between 2000 and 2018

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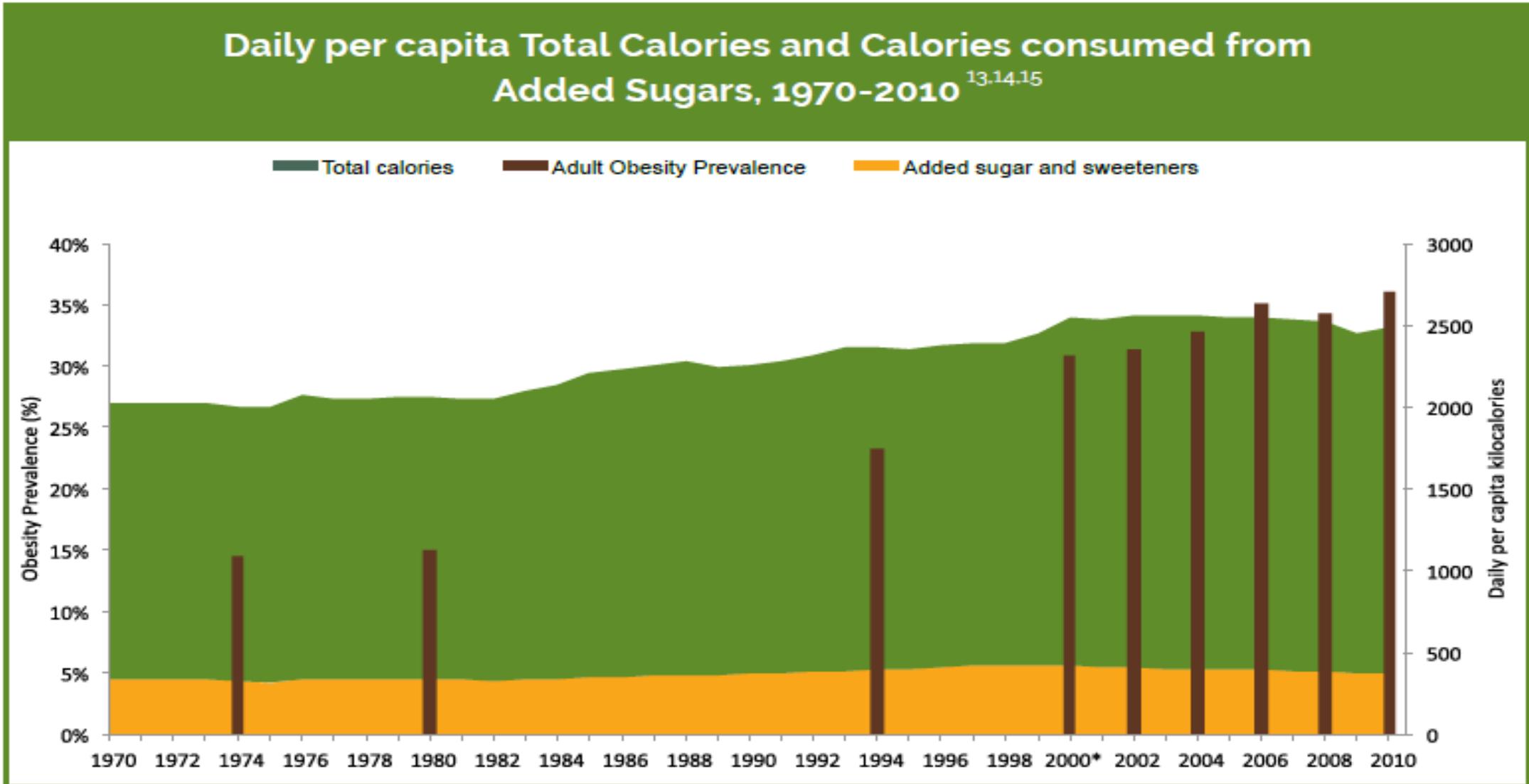
Year	Domestic consumption	Indian population	Per capita consumption
2000	16.1 mn tons	1053 mn.	15.28
2018	25.4 mn tons	1353 mn *	18.78
Growth	57.8%	32.77%	22.90%

* Projected over population figure of 2016, released by NSSO, GoI

- Growth of diabetes in India from 2000-2016 has been @100% or around 6.25% per annum (simple average)
- As compared to that, Sugar consumption per person per year has grown @23% or around 1.3% per annum (simple average)

Daily per capita Total Calories and Calories consumed from Added Sugars, 1970-2010 –(in US)

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So where lies the problem ??

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- Different tax policies, different sugar thresholds, make comparisons between each country extremely tricky to make, but the consumption figures tell enough of a story.
- There is no correlation between consumption of sugar and NCD's.
- Need of the hour -invest in scientific study & research about sugar consumption, than adopting standards/practices of other countries.

Conclusion...

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- Even though fitness regimes, videos and discussions are trending more than ever, the fitness levels of Indians are continuously plummeting.
- Excess calorie consumption, combined with sedentary living, is a major contributing factor to the NCD's, independent of any single food or nutrient consumed.
- **Carbs are not evil. No single food item or food group will make you fat unless you overeat it...Calories are calories irrespective of the source...**

Thank you

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