



Monitoring sugar intakes

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WHO draft sugars guideline



The screenshot shows the WHO website's media centre page. At the top, there are language options: عربي, 中文, English, and Fran. Below the WHO logo, a navigation bar includes 'Media centre', 'Publications', 'Countries', 'Programmes', and 'About WHO'. The main heading is 'Media centre'. The article title is 'WHO opens public consultation on draft sugars guideline'. Below the title is a 'Note for media' section. The main text of the article begins with '5 MARCH 2014 | GENEVA - WHO is launching a public consultation on its draft guideline on sugars intake. When finalized, the guideline will provide countries with recommendations on limiting the consumption of sugars to reduce public health problems like obesity and dental caries (commonly referred to as tooth decay)'. It continues to state that comments will be accepted via the WHO website from 5 through 31 March 2014, and that a peer-review process will follow. A 'New draft guideline proposals' section follows, stating that WHO's current recommendation is less than 10% of total energy intake per day, and the new draft suggests a reduction to below 5%, which would have additional benefits. It notes that five per cent of total energy intake is equivalent to around 25 grams (around 6 teaspoons) of sugar per day for an adult of normal Body Mass Index (BMI).

- Free sugars intakes should be <10% of energy intake
- <5% = additional benefits
- **Free sugars:** all sugars added to food by the manufacturer, cook or consumer, & sugars naturally present in honey, syrups, fruit juices & fruit concentrates.

10% energy from sugar (50g)





Scientific Advisory Committee on Nutrition

*****STRICT EMBARGO: 09:30hrs Friday 17 July 2015*****

Press Release

Expert nutritionists recommend halving sugar in diet

- **In particular consumption of sugar-sweetened beverages should be minimised**
- **SACN advises more fibre in diet by having more fruit and vegetables and wholegrain foods**
- **Starchy carbohydrates should still form basis of your diet**

The Scientific Advisory Committee on Nutrition (SACN) today advised the government to halve the recommended intake of free sugars to help address the growing obesity and diabetes crises and to reduce the risk of tooth decay.

Free sugars are those added to food (e.g. sucrose (table sugar), glucose) or those naturally present in honey, syrups and unsweetened fruit juices, but exclude lactose in milk and milk products.

Publishing its final *Carbohydrates and Health* report, SACN – an independent body of expert nutritionists – recommended free sugars account for no more than 5% of daily energy intake. This is:

- 19g or 5 sugar cubes for children aged 4 to 6,
- 24g or 6 sugar cubes for children aged 7 to 10,
- 30g or 7 sugar cubes for 11 years and over, based on average population diets.

Monitoring intakes

5. Over the last month, on average, how often did you drink low-calorie/ diet soft drinks? (eg. Coke Zero, Diet Lemonade) Or sugar-free energy drink (ie. Sugarfree V or sugarfree Red Bull)

never (go to next question)

___ times a day
 a week
 a month

How much do you usually drink each time? ___ cup (photo on page 2) OR
 ___ ml (more photos on page 2)
 ___ litre

6. Over the last month, on average, how often did you drink regular soft drink (eg. Coke, Lemonade, ginger beer)?

never (go to next question)

___ times a day
 a week
 a month

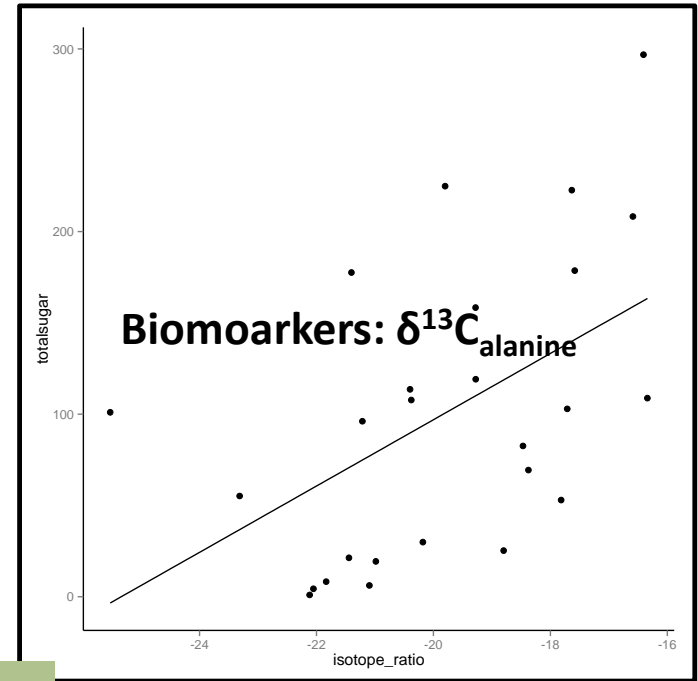
How much do you usually drink each time? ___ cup (photo on page 2)
 ___ ml (more photos on page 2)
 ___ litre

7. Over the last month, on average, how often did you drink regular energy drink (eg. V, Red Bull, Monster)?

never (go to next question)

___ times a day
 a week
 a month

How much do you usually drink each time? ___ small can (250 ml)
 ___ medium can or bottle (375 ml)
 ___ large can (500 ml)





43 g free sugars

40 g sugar



@actiononsugar check out 29g of sugar in transatlantic flight breakfast box. That's 7 teaspoons to start the day

Each Box Contains: Multigrain Croissant 1.6oz (45g), Strawberry Jam 0.5oz (14g), Chewy Trail Mix - Mixed Berry & Almond Bar 1.24oz (35g), Raisins 0.5oz (14g).

- Croissant Ingredients: Enriched **Wheat Flour** (Ascorbic Acid, Azodicarbonamide, Amylase, Niacin, Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Water, Butter (Milk), Multigrain Base (**Wheat Flour**, Sunflower Seeds, Flax Seeds, **Wheat Bran**, Salt, Caramel Color, Lactic Acid, Ascorbic Acid), Sugar, Yeast, Salt, Dough Conditioner ((**Wheat Flour**, Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Sunflower Lecithin, Ascorbic Acid, Enzymes). May contain: Soya, Mustard and Sulphites.

- Jam Ingredients: Strawberries, Sugar, Pectin, Citric Acid.

- Cereal Bar Ingredients: Granola (Whole Rolled **Oats**, **Wheat Flakes**, Corn Syrup, Sugar, Canola and/or **Soybean Oil**, Honey, Molasses, Salt, **Soy Lecithin** (Emulsifier), Corn Syrup, Rice Flour, Cranberries (Cranberries, Sugar, Sunflower Oil), **Almonds**, Pumpkin Seeds, Canola and/or **Soybean Oil**, Honey, Sunflower Kernels, Dehydrated Blueberries (Blueberries, Sugar, Rice Flour, Sunflower Oil), Dehydrated Strawberries (Strawberries, Sugar, Rice Flour, Sunflower Oil), Brown Sugar, Sugar, Salt, Calcium Carbonate, Citric Acid, Ascorbic Acid, Rosemary Extract, Natural Flavor, Color (Betacarotene). Manufactured in a facility that also handles ingredients containing Milk, Peanuts and other Nuts.

- Raisin Ingredients: Natural Thompson Raisin (99%), Canola/Palm Oil (<0.5%). May contain: traces of Nuts and Sulphites.

Allergen Advice: For allergens, including cereals containing gluten, see ingredients in **bold font**.

Nutrition:

	Croissant	Jam	Cereal Bar	Raisins	Snack Box			
Pack Size	45 g	14 g	35 g	14 g	Each Box			
Servings Per Pack	1	1	1	1	(typically			
	100 g	100 g	100 g	100 g	100 g	98.5 g)	% R [*]	R [*]
	contains	contains	contains	contains	contains	contains		
Energy	1548 kJ	928 kJ	1680 kJ	1327 kJ	1482 kJ	1460 kJ		8400 kJ
	378 kcal	221 kcal	400 kcal	316 kcal	357 kcal	351 kcal	18 %	2000 kcal
Total Fat	20 g	0.06 g	10 g	0.71 g	12 g	11 g	16 %	70.0 g
of which saturates	11 g	0.0 g	0.0 g	0 g	4.6 g	4.5 g	23 %	20.0 g
Sugars	6.6 g	52 g	34 g	71 g	30 g	29 g	33 %	90.0 g
Salt	0.49 g	0.01 g	0.39 g	0.05 g	0.34 g	0.33 g	6 %	6.0 g

* Reference Intake of an average adult.

Storage instruction: Store in a cool, dry place.

For Best Before: See Back of Box

Packed in the USA for En Route International
Atlanta | GA | 30328 | USA

en route | www.en-route.com
@enrouteintl

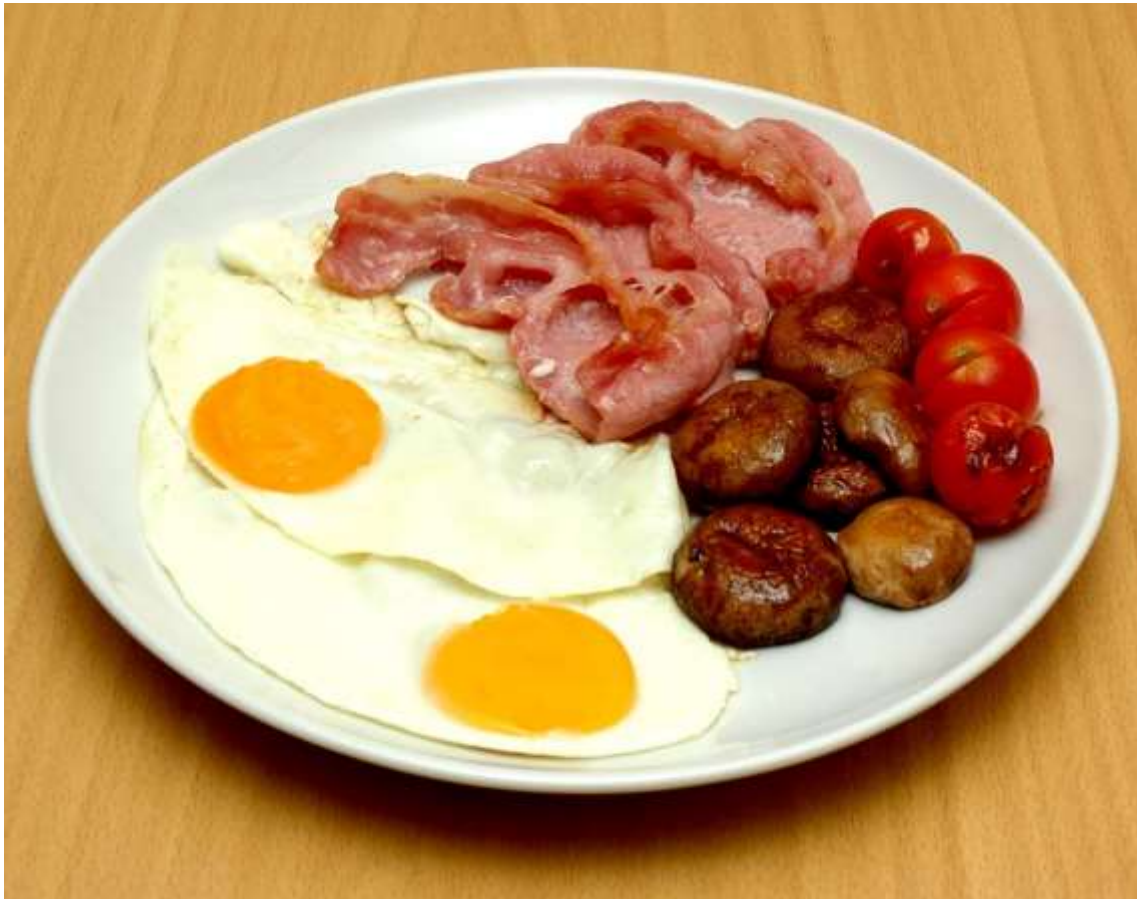
3.47oz (98.5g)

FAVORITE

1



Free sugars free!



World Sugar Research Organization

WHO trying to get Codex to

- ▶ label foods prominently with their “added sugar” content
- ▶ label foods with details of “recommended limit” of sugar to be eaten by individuals
- ▶ restrict marketing of most sugar-containing foods to all children (even if undernourished)
- ▶ “Profiling” of all foods to decide which may be marketed to children
- ▶ limit sugar content of foods on safety grounds



What can we do?

- ▶ **Take the threat seriously!**
- ▶ Generate opposition to bogus science and opinion being used to justify bad policy
- ▶ Oppose 10% target on sugar consumption
- ▶ Be prepared to act quickly when NUGAG Report is published
- ▶ Demand that “health” policy on food considers all down-stream consequences



Sugar industry threatens to scupper WHO

Sarah Boseley, health editor
The Guardian, Monday 21 April 2003 09.33 BST

The sugar industry in the US is threatening to bring the World Health Organisation to its knees by demanding that Congress end its funding unless the WHO scraps guidelines on healthy eating, due to be published on Wednesday.

The threat is being described by WHO insiders as tantamount to blackmail and worse than any pressure exerted by the tobacco lobby.

In a letter to Gro Harlem Brundtland, the WHO's director general, the Sugar Association says it will "exercise every avenue available to expose the dubious nature" of the WHO's report on diet and nutrition, including challenging its \$406m (£260m) funding from the US.

The industry is furious at the guidelines, which say that sugar should account for no more than 10% of a healthy diet. It claims that the review by international experts which decided on the 10% limit is scientifically flawed, insisting that other evidence indicates that a quarter of our food and drink intake can safely consist of sugar.

Big Sugar

views on new WHO recommendations



WSRO: The Draft Guideline fails to reflect the weakness of the scientific evidence and makes recommendations that are not supported by the totality of the available scientific evidence.



Sugar Assoc (USA): Unfortunately, we remain concerned that the draft guidelines' suggested limits rely heavily on insufficient scientific evidence

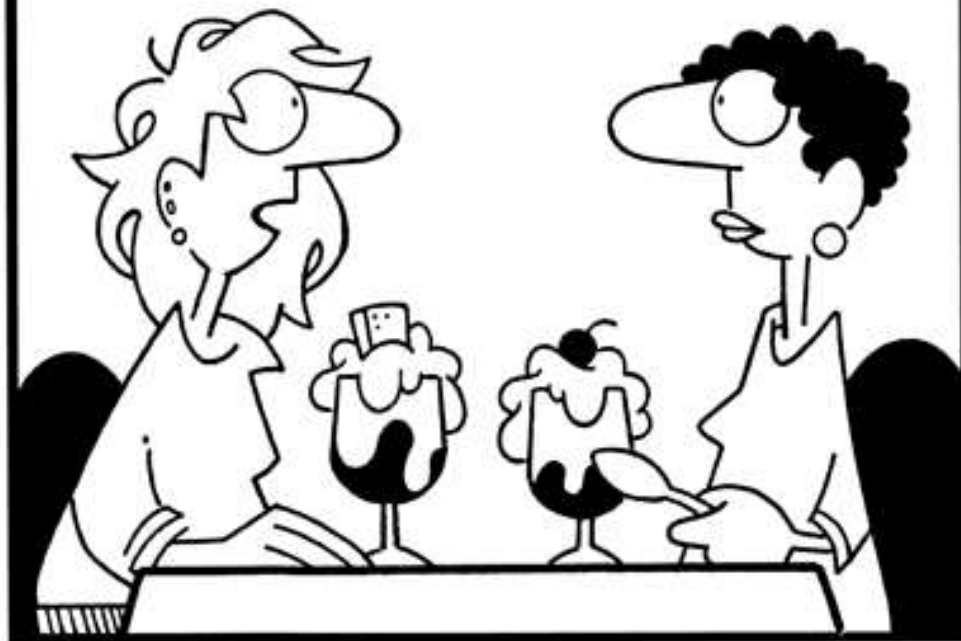
Solutions

- Collect better data, ask better questions
- Know what “sugars” we are talking about
- New objective sugar intake biomarkers
- Focus on sugary drinks



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“If you put a crouton on your sundae instead of a cherry, it counts as a salad.”