

Information on sugar

Nordic Sugar is always available with information on sugar and answers to questions. See points of contact on the back page. See also our website for customers (www.nordicsugar.com), health professionals (in Danish and Swedish www.perspektiv.nu) and consumers (in Danish, Swedish, Norwegian, Finnish, Estonian, Latvian and Lithuanian www.dansukker.com) for more information on sugar and health.

Sugar has a large number of functional properties in addition to sweetness. This is highly important for the quality and taste perception of many of our food products. Read more on www.nordicsugar.com or www.dansukker.com.

With the many 'myths' about sugar going around, we have decided to publish the booklet 'About sugar and health', which briefly accounts for facts in connection with the most general myths. Read more on www.nordicsugar.com or www.dansukker.com.

Our activities include:

- Publication of the trade magazine "Perspektiv – tidsskrift om sukker og ernæring" (Perspective – magazine on sugar and nutrition) in Danish, Swedish and Finnish. Published 2-3 times a year.
- www.perspektiv.nu – a website in Danish and Swedish about sugar and health for health professionals.
- Trade seminars for different specialist groups.
- Press information about research news, debates and countermeasures against incorrect information about sugar and health.
- Answers to queries about nutritional questions.
- Educational material for different specialist groups.
- Analyses and communication of Scandinavian consumers' knowledge of and attitude towards sugar, health, food and exercise.
- Participation in national and international symposia.
- Education internally and externally in the role of sugar in connection with health and lifestyle.

Contact

Nordic Sugar is always at your disposal for information about sugar and nutrition.
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Health policy



Knowledge and information

Freedom to choose is something we value highly today. This applies to our working life, our free time and our lifestyle – and to the food products we choose and the contexts in which we eat.

This freedom naturally comes with a responsibility. Ultimately, the consumer decides which products end up in the shopping basket, and how the food is subsequently prepared and consumed. The food industry's responsibility in this respect is to have a wide selection of food products and to help consumers make an educated choice, thereby taking responsibility of their own health.

For Nordic Sugar, this means that we will be instrumental in providing consumers with the knowledge and information about our products that enable them to choose. Together with our industrial customers we will contribute to developing new products – through development of our own products and knowledge sharing – that match the modern family's lifestyle and desire to live healthily.

To us, freedom and responsibility are two sides of the same coin. But when it comes to health you have to include lifestyle as well. We will contribute to raising awareness of the energy balance, so that the correlation between the consumption of food and beverages and physical activity is adjusted in order to obtain better weight control.

Nordic Sugar will help focusing on central health issues.

Nordic Sugar believes:

- Health must be seen in a wider perspective – not only as absence of disease, but in accordance with WHO's original definition: Health is a state of complete physical, mental and social well-being.
- A health debate must be based on the consumers' knowledge, priorities and behaviour as well as their food and exercise habits.
- Focusing on single products or causes does not contribute to a lasting solution to problems of being overweight, which are often a complex interaction of many factors.
- The individual and each family must have the knowledge and the tools that enable them to take responsibility of their own health.
- A solution to health and nutrition problems can only be found through constructive and fact-based cooperation among all central players in society (food industry, retail trade, interest groups, health system, health professionals, schools, politicians and the media).
- Sugar consumed in accordance with the Nordic Nutrition Recommendations (NNR 2004) can be a natural part of a varied diet without any problems. Read more about "Nordic Nutrition Recommendations 2004" on www.norden.org.
- Nordic Sugar's marketing is in accordance with the principles of marketing of the international chamber of commerce, ICC. Read more on www.iccwbo.org.

Facts about sugar consumption in the Nordic countries

In the Nordic countries sugar consumption per inhabitant measured both in dietary studies and supply statistics has been relatively constant for years – with a slightly declining trend since the middle of the 1990s. Read more about facts and figures on www.nordicsugar.com.

Sugar consumption as calculated in dietary studies and supply statistics is given as an average. Some population groups consume less sugar, others consume more. If the energy consumption is too high and the physical level of activity is low, high sugar consumption can – viewed in isolation – result in overweight and other lifestyle diseases.

We emphasise that the informative labelling of all our consumer products contains clear information about energy content.

Research on sugar

Nordic Sugar supports scientific research, also indirectly through membership of the international organisations of sugar manufacturers, CEFS and WSRO. We are also favourably disposed towards supporting health studies – primarily in collaboration with food and health authorities – about food and exercise habits among particularly vulnerable groups of children and young people.

Health promoting activities

Nordic Sugar supports health promoting activities for children and adolescents, which from a general point of view can create positive and lasting changes towards better food and exercise habits.