

Peters, John C

From: Alex Malaspina
Sent: Tue 5/19/2015 4:45 PM (GMT-07:00)
To: sharris@ilsi.org; pjulkunen@coca-cola.com
Cc: Peters, John C; Hill, James; taktogami@gmail.com; fergc@foodsci.umass.edu; beauchamp@monell.org; schmidt@ific.org; rowe@srstrategy.com; rwilkinson@coca-cola.com; rwh56@aol.com; markmalaspina@yahoo.com
Bcc:
Subject: Fwd: Policy brief launched to curb global sugar consumption

FYI.Alex

-----Original Message-----

From: Herve Nordmann <herve.nordmann@asg.ajinomoto.com>
To: Alex Malaspina <malaspina@aol.com>
Sent: Tue, May 19, 2015 12:18 pm
Subject: RE: Policy brief launched to curb global sugar consumption

Thank you Alex for sending this to me. It seems that WHO is forgetting about the importance of sweet taste in the whole issue. They never speak about sweeteners as alternative to sugar to satisfy sweet craving without the calories... to imagine going from 120 g sugar a day to 25 g a day in less than one generation is absurd ... the sugar containing recipes are so plenty and so deeply in rooted in our daily cuisine that we would have to change nearly everything we do, for something we may like much less! My view is that sugar has to stay in solid applications and that it should be substituted in liquid applications where LCS can do the job from the taste point of view but also from the public health point of view... that only change could save billions in public health expenditures and preserve millions of people from unduly suffering from obesity, diabetes and metabolic syndrome.
Yours sincerely

Hervé

P.S.

Thank you for the good news from Paivi!

-----Original Message-----

From:
Alex Malaspina [mailto:malaspina@aol.com]
Sent: lundi 18 mai 2015 15:24
To:
Herve Nordmann
Subject: Fwd: Policy brief launched to curb global sugar

consumption

FYI. Alex

-----Original Message-----

From: Barbara Bowman

<n4789e@me.com>

To: Alex Malaspina <malaspina@aol.com>

Sent: Mon, May 18, 2015

9:22 am

Subject: Fwd: Policy brief launched to curb global sugar consumption

Sent from my iPhone

From: World Cancer

Research Fund International < international@wcrf.org>

Date:

May 18, 2015 at 5:40:28 AM EDT

Subject: Policy brief launched to curb global sugar consumption

Reply-To: World Cancer Research Fund International < international@wcrf.org>

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Policy brief launched to curb global sugar consumption

Today, World Cancer Research Fund International has launched a policy brief to help reduce the amount of sugar consumed worldwide. The brief - Curbing Global Sugar Consumption – is the first to provide an analysis of the effectiveness of sugar policies that have been implemented around the world.

Published to coincide with the World Health Assembly, the policy brief comes at a time when sugar consumption is on the rise and is designed to help countries meet the new sugar Guideline, which was published by the World Health Organization (WHO) in March of this year.

The WHO sugar Guideline recommends that adults and children restrict their sugar intake to less than 10% of total daily energy intake - the equivalent of around 12.5 teaspoons of sugar for adults - and suggests a further reduction to below 5% of total daily energy intake for additional health benefits.

In addition to providing concrete examples of effective policy actions - from soda taxes to a vending machine ban – and speaking to the experts who were involved in the development and implementation of the policies, the brief identifies the four key areas where action is needed to reduce the amount of sugar consumed: availability, affordability, acceptability and awareness.

Full details are available in the policy brief or you can read a blog by Bryony Sinclair, our Policy and

Public Affairs Manager, or the guest blog by Professor Barry Popkin, one of the world's leading experts on dietary behaviour.

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Thank you for subscribing to receive updates from World Cancer Research Fund International, the cancer prevention organisation that leads and unifies a network of cancer charities dedicated to the prevention of cancer through diet, weight and physical activity.

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