

Sugar and nutrition policy

Sugar is a natural part of a balanced diet in a healthy lifestyle and a pleasure. Sugar is a natural carbohydrate with a lot of functional properties. It is more than just sweet.

We value the freedom to choose, whether in terms of our working life, our free time, our lifestyle, our eating habits or, consequently, our choice of food. But freedom also entails responsibility – for each and every one of us.

As a leading sugar producer in Europe, we play an active role in the debate surrounding sugar and nutrition. We do this responsibly in relation to our business partners and consumers, as well as towards society as a whole.

- We are dedicated to give people the knowledge and information necessary to consciously take responsibility for their own diet.
- We provide information about sugar and its role in nutrition on the basis of facts and scientific knowledge.
- We are committed to raising awareness of the balance between calorie intake and calorie expenditure.
- We regard the state of being healthy as a complete interaction between full physical, mental and social well-being.
- We are of the opinion that the prevalence of excess weight and obesity is caused by the complex interplay of numerous factors – focussing only on single ingredients or products does not contribute to lasting solutions.
- We actively work on an increased dietary competence amongst consumers in order to support adults, particularly parents, to take responsibility for the well-being of children.
- We work closely with our stakeholders, food and beverage producers, consumers, health professionals, decision makers, politicians, media, food and drink associations, branch organisations, on the topic of sugar and nutrition.