



HAND OUT SUGAR

SUGAR

Both governments of the United States of America and the United Kingdom are running campaigns to reduce sugar intake. Both countries deal with the problem that their citizens are consuming way too much sugar

According to Osbourne (2016) and the University of Illinois (2011), the United Kingdom and the United States of America are trying to influence the sugar intake of their citizens by having special taxes on sugary drinks. The difference between both countries is that they are controlling these taxes in a different way. The UK government is focussing on raising the taxes on sugar products and especially on sugary drinks. They are categorizing on the amount of sugar within that specific drink. The government makes a difference between low sugar content drinks (< 5g per 100 millilitres) and high sugar content drinks (> 8g per 100 millilitres). In addition to that, California uses a health impact fee of 2 cents per ounce on sugar-sweetened sodas and other drinks (McGreevy, 2016). This shows that both countries do want to reduce the sugar intake of their citizens, but they are using their own way to accomplish that. Public Health England (2015) shows that most people are consuming way too much sugar and they also show that every age group is taking in too much sugar. Especially people between the age of 11 to 18 years old. According to Jeavans (2014), the average consumption of sugar per day should be below 5%, but it is at 11% or higher at this moment. The following products are containing a lot of added sugar:

- o Soda / Energy / Sports drinks (soft drinks)
- o Grain / dairy desserts
- o Fruit drinks
- o Candy
- o Breakfast cereals
- o Alcoholic drinks
- o Etc.

Here is an overview of the comparisons between the UK and the USA based on sugar consumption, sugar taxes and the consumption of soft drinks

	UK	USA
Sugar consumption (per year)	68 kilos (150 pounds)	71 kilos (156 pounds)
Sugar tax (on sugary drinks)	Low-sugar: 18p per litre High-sugar: 24p per litre	2 cents per ounce
Sugar tax income	£520 million	\$2 billion (California)
Soft drinks (per year per person)	84 litres	170 litres

SUSTAINABLE PRODUCTS

- Provide environmental, social and economic benefits
- Protect public health, welfare and environment over their full commercial cycle, from the extraction of raw materials to final disposition.

Certifications:

- Natural
- Organic
- Fair trade
- Certified
- Humane
- Marina Stewardship Council



Have you ever asked yourself these

QUESTIONS?

1. Which products do have added sugar?
2. Do you notice the amount of added sugar in products?
3. How much sugar would you consume in a week?