

Campaign for Sweetener Transparency

SUPPORTING ACCURACY IN LABELING



Now more than ever before, consumers want to know everything about the food they consume—where it comes from, how it was produced, and what ingredients were used. The transparency consumers want does not exist for low- and no- calorie sweeteners.

Changes to the Nutrition Facts label were introduced to create greater transparency and provide consumers with more information. While the new label helps consumers clearly identify the presence and amount of added sugars in a product, consumers are left in the dark when it comes to the presence of sugar substitutes.

Making the situation worse is the increased use of sugar substitutes by manufacturers, in large part due to addition of “Added Sugars” to the Nutrition Facts label. In fact, the number of products that contain at least one non-nutritive sweetener has tripled within the last 5 years. **Consumers may wish to reduce added sugars intake, but they do not want to do so by increasing their consumption of sugar substitutes.**

Food labeling is intended to help consumers make informed decisions about the products they purchase, yet current labeling regulations fail to provide consumers accurate and clear information about the use of low- and no- calorie sweeteners.

Consumer research* demonstrates there is a need for FDA to ensure that the presence of alternative sweeteners is effectively communicated to consumers, finding that:

When given a list of food additives, consumers did not recognize sugar substitutes as sweetening ingredients 63% of the time.

73% of parents believe it's important to know the amount of sugar substitutes in their children's food.

66% of consumers think it's important for sugar substitutes to be clearly identified as sweeteners on food labels.

ARE YOU FAMILIAR WITH THESE?

APPROVED FOR USE IN THE FOOD SUPPLY:

HIGH INTENSITY SWEETENERS	
Advantame	Neotame
Aspartame	Saccharin
Acesulfame potassium	Stevia
Luo han guo extract (monk fruit)	Sucralose

SUGAR ALCOHOLS	
Erythritol	Mannitol
Isomalt	Maltitol
Hydrogenated starch hydrolysates	Sorbitol
Lactitol	Vegetable glycerol

While once limited to use as tabletop sweeteners and ingredients in diet foods, alternative sweeteners can now be found in a variety of consumer products including breads, cereals, granola bars, yogurt, ice cream, flavored milk, and children's beverages.

*Quadrant Strategies 2020 Research (1,002 sample size)

#SweetenerTransparency



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Learn more at sugar.org

the **Sugar** association

FDA needs to stop the practice of misleading sugar content claims.
 69% of consumers assume less sugar means fewer calories, but that is not always the case.

Nutrition Facts	
10 servings per container	
Serving Size	1 Packet (43g)
Amount Per Serving	
Calories	160
	% Daily Value*
Total Fat 2g	3%
Saturated Fat 0.5g	2%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 33g	12%
Dietary Fiber 4g	13%
Soluble Fiber 1g	
Total Sugars 11g	
Includes 8g Added Sugars	16%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 1.2mg	6%
Potassium 150mg	2%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
INGREDIENTS: Whole grain oats, sugar, dried apples, natural flavor, salt, cinnamon.	



"35% Less Sugar" achieved by decreasing the serving size 28% and adding a sugar substitute.

Nutrition Facts	
10 servings per container	
Serving Size	1 Packet (31g)
Amount Per Serving	
Calories	110
	% Daily Value*
Total Fat 1.5g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 0.5g	
Cholesterol 0mg	0%
Sodium 150mg	6%
Total Carbohydrate 23g	8%
Dietary Fiber 3g	11%
Soluble Fiber 1g	
Total Sugars 5g	
Includes 2g Added Sugars	5%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 0.9mg	4%
Potassium 120mg	2%
Thiamine 0.1mg	10%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Ingredients: Whole grain oats, dried apples, sugar, salt, cinnamon, monk fruit extract, natural flavor.	

As part of the **Campaign for Sweetener Transparency**, the Sugar Association submitted a Citizen Petition in June 2020 requesting the FDA take the following actions to protect consumers:

ADD THE TERM

"Sweetener" in parentheses to sugar substitutes on ingredient lists

CLEARLY LABEL

the amount of sugar substitutes on the front of children's food and beverage products

REQUIRE

"Sweetened With..." disclosure alongside no/low/reduced sugar claims if the product contains sugar substitutes

DISCLOSE

the potential gastrointestinal side effects from the consumption of sugar alcohols and certain sugar substitutes

ENSURE

all sugar content claims related to no/low/reduced sugar products are truthful and non-misleading

Proposed Changes in Petition

Proposed Front-of-Package Changes



Sweetened with ___mg Sucralose and ___mg Acesulfame Potassium

Disclose the name and quantity of all non-nutritive sweeteners used in food and beverage products consumed by children on the front of package.

Proposed Ingredient List

Ingredients: Peaches, Water, Ascorbic Acid (Vitamin C), Acesulfame Potassium (Sweetener), Sucralose (Sweetener)

Add the term (Sweetener) after the name of each alternative sweetener that is used in a product and not disclosed on the Nutrition Facts label.