

## WHO WE ARE

The Sugar Association is the scientific voice of the sugar industry. We represent sugar beet and sugar cane growers, processors and refiners throughout the United States. These are the family farmers who plant, harvest and care for the sugar beets and sugar cane; the truck drivers who move the crops from the fields; the employees who work in the mills, processing plants and refineries that extract, purify and package sugar – all the people who work to get sugar from the farms to your table.

Our members account for over 90% of sugar (sucrose) production in the United States and the U.S. sugar industry overall generated 151,000 jobs in 31 states and contributes \$23 billion to the economy annually.

Founded in 1943, the association's mission is to monitor nutrition science, provide science-based information on sugar to consumers and health professionals and ensure that federal nutrition and food policy regarding sugar is based on the preponderance of scientific evidence. The foundation of our efforts to support and promote sugar in moderation as a safe and useful part of a balanced diet and healthful lifestyle is grounded in the totality of high-quality scientific evidence.



### WE TELL SUGAR'S STORY BY:

#### Sharing the facts



We're here to share our knowledge of sugar to help people understand the role sugar plays in a nutritious, balanced and enjoyable diet. But that's not all. Professionals in education, nutrition, health and food look to us as a knowledgeable resource on sugar and rely on the integrity of our information to shape dietary advice, health programs, recipe formulations and more.

#### Supporting scientific research



Throughout our history we've embraced scientific research and innovation to learn as much as possible about sugar, diet and health. We transparently support new research that helps us better understand food, nutrition and the role sugar plays in our evolving eating habits.



#### Using a voice that's grounded in science



To be a source of credible, transparent scientific information and make sure our materials and communications are grounded in the latest scientific research, we're always reviewing new and existing research, reviews and position statements.

#### Advocating for evidence-based policies



We work to ensure policies are grounded in strong science, and we actively support policies that are. We participate in this process by providing public comments on proposed rules and regulations and sharing information with federal agencies about the science of sugar and health, and the multifaceted role of sugar in nutrient-dense foods and an overall balanced diet.

#### Supporting our proud industry



We tell the story of sugar, its people and the rich history of our proud industry. We share resources for our members to use in their communities and provide them with updates about the latest issues facing sugar.

# REAL SUGAR COMES FROM SUGAR BEETS AND SUGAR CANE PLANTS

All green plants make sugar through photosynthesis, the process plants use to transform the sun's energy into food. Of all plant types, sugar beets and sugar cane have the greatest quantities of sugar, or sucrose, which is why they make the most efficient choices from which to extract sugar. The boxes and bags of sugar we purchase at stores contain real sugar from sugar beet and sugar cane plants.

## OUR MEMBERS

Together with our members, we work to tell sugar's story, particularly where it comes from and how it plays a vital role in so many foods and beverages that are part of nutritious, balanced and (not to be forgotten) enjoyable diets. Our goal is to cut through the confusion with facts and help people confidently understand the role of sugar in the diet and enjoy nature's oldest sweetener.

