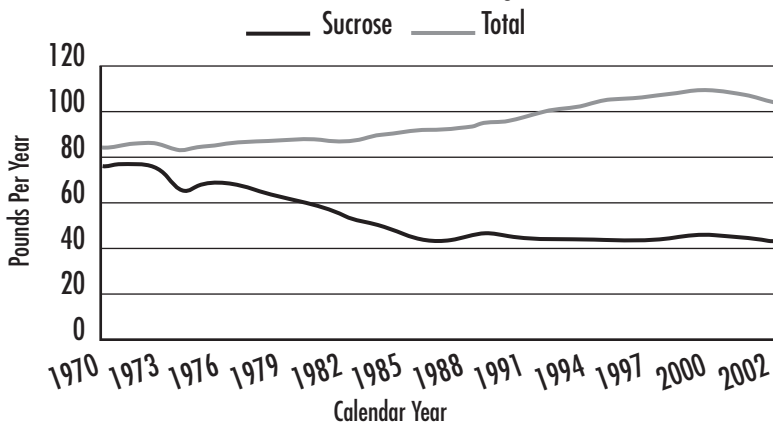


Nutrition **UPDATE**

All-Natural Sugar Fits Today's Healthy Lifestyles

U.S. Per Capita Sucrose and Total Caloric Sweeteners Calculator
Year Deliveries* for Domestic Food and Beverage Use, 1970-2002



*Per USDA estimates, adjusted for 29% losses

Source: USDA, Economic Research Service, Briefing Room. *Sugar and Sweetener Yearbook Tables: Excel (.xls)*

Spreadsheets, Tables 50 and 51. <http://www.ers.usda.gov/briefing/sugar/Data/data.htm>. Table 50—Last ERS Update: September 2003. Table 51—Last ERS Update: June 2, 2003.

The Sugar Association, Inc.
March 2004



(NAPSA)—Amid growing concerns about preservatives, more and more health-conscious consumers are looking to natural foods. In the process, many have rediscovered an old favorite: sugar. Of the 26 sweeteners commonly used in foods today, few are all-natural like sugar.

Sugar can be a natural, healthy part of a balanced lifestyle. A basic carbohydrate, it provides essential fuel for muscles, organs and brain function. The sucrose in your sugar bowl is the same as the sucrose in fruits and vegetables.

A teaspoon of sugar has only 15 calories but, surveys show, most Americans believe it contains 75 or more. This may be one reason consumers use artificial sweeteners.

Things that sound too good to be true, however, usually are. The calorie savings with artificial sweeteners aren't as great as most people think.

Chemistry makes artificial sweeteners taste "sweeter" than sugar and change the way foods

and drinks taste. Artificial sweeteners don't bake the same as sugar either. Sugar helps dough rise and adds texture, body and flavor.

While some blame sugar for the nation's rising obesity rate, sugar consumption has actually decreased in recent years. Some studies suggest people are inclined to eat more of foods labeled "sugar-free."

Despite fears, eating sugar doesn't cause diabetes. According to the American Diabetes Association (ADA), diabetics can eat moderate amounts of sugar as long as they count it in their carbohydrate allowance. The ADA also says "sugar-free" products are not necessarily "carbohydrate-free." Read nutrition and ingredient labels. Some sugar-free foods may actually contain more calories than the version with sugar.

An analysis by the Institute of Medicine found no link between sugar and hypertension or hyperactive behavior, either.

For more information, visit www.sugar.org.