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STATE OF SWEETENERS

Dr. Rachel Cheatham

Founder, Foodscape Group LLC

Faculty, Tufts Friedman School of Nutrition



Show Announcements:

- Wi-Fi – Sponsored by **Cactus Botanicals (Booth 4237)**
 - Select network: **SupplySideWest23**
 - On the splash page, agree to terms & conditions
 - Enter access code: **cactus4237** (access code is case sensitive)
- Please place all devices on silent mode
- The Expo Hall is open today from 10am – 5:30pm.
- There is an LGBTQ + Allies Networking reception tonight from 5:30-7:30pm in South Pacific Ballroom F.
This reception is in partnership with the Naturally Proud Network.

Download the
Mobile App:



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LET'S LOOK CLOSER: THE QUAD + ROADMAP



NUTRITION SCIENCE

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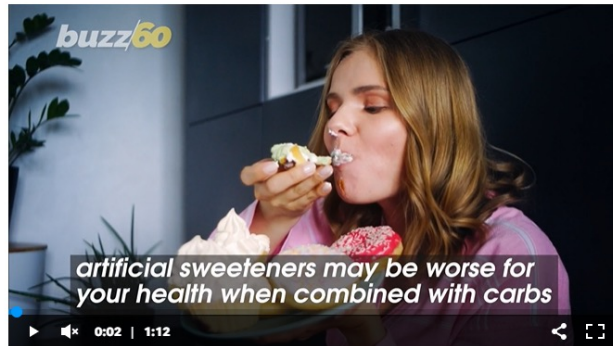
SOME EYEBROW-RAISING HEADLINES THIS YEAR

FEBRUARY

Sugar substitute erythritol, common in keto foods, may increase your risk for stroke

 **Karen Weintraub**
USA TODAY

Published 11:00 a.m. ET Feb. 27, 2023 | Updated 1:56 p.m. ET Feb. 27, 2023



Artificial sweeteners may be worse for your health when combined with carbs

Sugar has been linked to health problems in the past, but a new study out of Yale found that sucralose, a common zero-calorie artificial sweetener, may be even worse for your health when combined with carbs. Buzz60

JUNE

Sucralose, a Common Artificial Sweetener, May Increase Cancer Risk



A new study finds a common sweetener may damage your DNA. Getty Images

- A new study finds that a common artificial sweetener may damage your DNA.
- The zero-calorie sweetener in question is sucralose, sold under the brand name Splenda. It is about 600 times sweeter than table sugar.
- The study found that sucralose may lead to a leaky gut lining, and increase the activity of genes related to inflammation and cancer.

JULY

The New York Times

Aspartame Is a Possible Cause of Cancer in Humans, a W.H.O. Agency Says

The F.D.A. and the powerful beverage industry protested the new findings, and a second W.H.O. group stood by its standard that the sweetener is generally safe.

 Share full article    621



Aspartame, one of six sweeteners approved by U.S. regulators, is found in thousands of products, from packets of Equal to many low-sugar yogurts, sugar-free gum, diet sodas, teas and sports and energy drinks. Daniel Leal/Agence France-Presse — Getty Images

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ERYTHRITOL

- + Erythritol is a sugar alcohol, or polyol, that contains zero calories
- + Occurs naturally in a variety of fruits and vegetables - commercially produced through fermentation from dextrose

CONCERN

New research points to “marked and sustained increases” in plasma erythritol levels associated with heightened platelet reactivity and thrombosis potential - associated with greater risks for “major” cardiovascular events

ASSURANCE

Based on extensive scientific review, erythritol is approved for use in more than 60 countries

WHO confirmed safety in 1999

QUESTIONS

Some consumers may question safety, especially with respect to heart health

Consumers may experience GI discomfort from sugar alcohols, though only sorbitol and mannitol must carry a warning label in the US about potential laxative effects

SUCRALOSE

- + Sucralose is made by replacing 3 select hydroxyl groups on the sucrose molecule with 3 chlorine atoms
- + Referred to as a chlorine-substituted disaccharide

CONCERN

Research looking at a structural analogue (sucralose-6-acetate or S6A) found the compound to produce DNA strand breaks and increased the expression of genes associated with inflammation, oxidative stress and cancer

ASSURANCE

Sucralose and sucralose-6-acetate are not the same compound – and no research exists showing S6A forms after ingesting sucralose

FDA deemed sucralose safe to consume back in 1998

QUESTIONS

Despite assurances, some consumers may have lingering concerns about safety with the knowledge that sucralose is considered an artificial sweetener

ASPARTAME

+ Aspartame is a dipeptide composed primarily of two amino acids (phenylalanine and aspartic acid) which are chemically combined

CONCERN

International Agency for Research on Cancer (IARC) recently evaluated aspartame for the first time and classified it as “possibly carcinogenic” (Group 2B) based on limited evidence of liver cancer in humans

ASSURANCE

JECFA concluded no sufficient reason to change the previously established Acceptable Daily Intake (ADI) of 40 mg/kg body weight

More than 90 global scientific and regulatory food agencies, including FDA and EFSA, all confirm the safety of aspartame

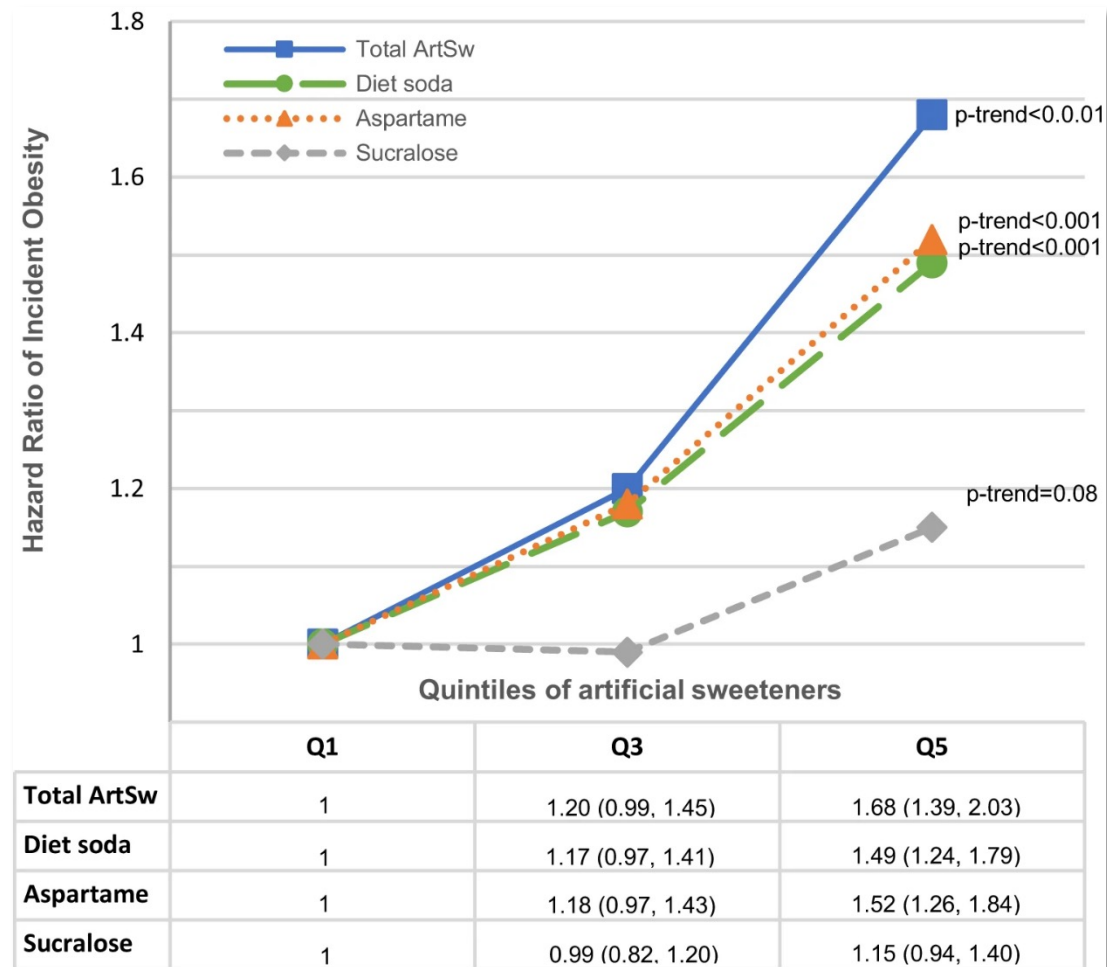
QUESTIONS

Some consumers may question safety, especially with respect to cancer risk

Additionally, consumers may have concerns over artificiality even though aspartame is one of the most studied food additives in the food supply

SAFETY ASIDE, WHAT ABOUT EFFICACY?

- + Long term study published in July 2023 in Int Journal of Obesity looking at artificial sweetener consumption over 20 years
- + *"This study showed that **habitual, long-term intake of total and individual artificial sweetener intakes are related to greater volumes of adipose tissue, commonly known as body fat,**" said Brian Steffen, Ph.D., MSCR, a professor in the Department of Surgery at the U of M Medical School and co-investigator on the study. "This was found even after accounting for other factors, including how much a person eats or the quality of one's diet."*



NSS EFFICACY: WHO Position Statement



WHO advises not to use non-sugar sweeteners for weight control in newly released guideline

- + *The recommendation is based on the findings of a systematic review of the available evidence which suggests that use of NSS **does not confer any long-term benefit in reducing body fat in adults or children.***
- + *Results of the review also suggest that there **may be potential undesirable effects from long-term use of NSS**, such as an increased risk of type 2 diabetes, cardiovascular diseases, and mortality in adults.*
- + *The recommendation applies to all people except individuals with pre-existing diabetes and includes all synthetic and naturally occurring or modified non-nutritive sweeteners that are not classified as sugars found in manufactured foods and beverages, or sold on their own to be added to foods and beverages by consumers. **Common NSS include acesulfame K, aspartame, advantame, cyclamates, neotame, saccharin, sucralose, stevia and stevia derivatives.***

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FOOD POLICY

DIETARY GUIDELINES FOR AMERICANS



Recommendations: According to the Dietary Guidelines for Americans



Children under 2 should not have any added sugars in their diet.



People 2 years and older should keep added sugars to less than 10% of their total daily calories. For example, if an adult consumes 2,000 calories a day, no more than 200 calories should come from added sugars (or about 12 tsp).

Added sugars account on average for almost 270 calories —or more than 13 % of total calories— per day in the U.S. population

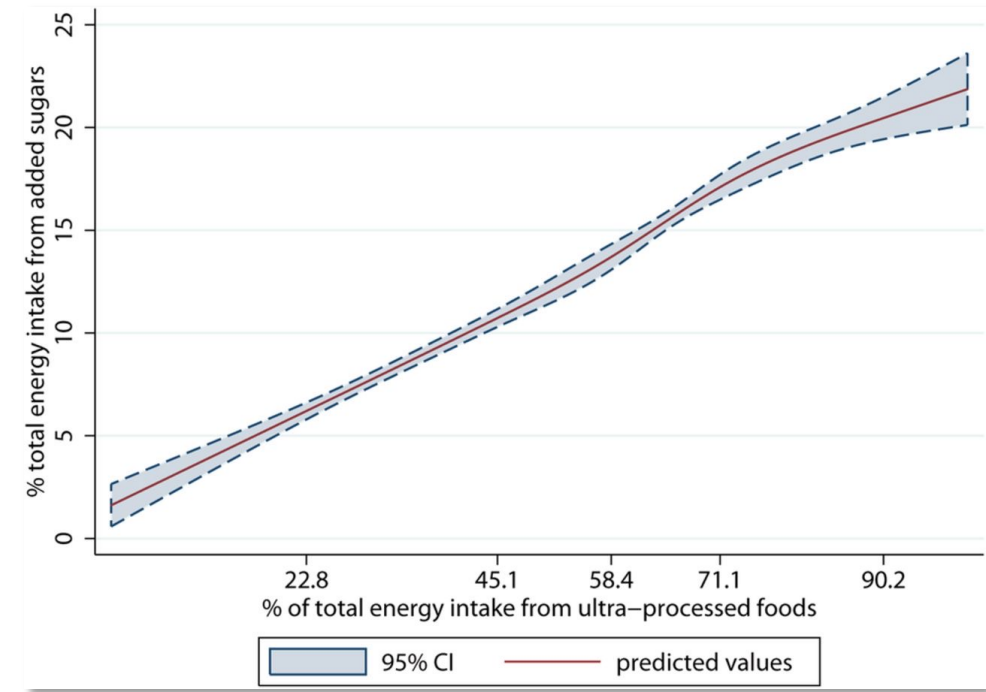
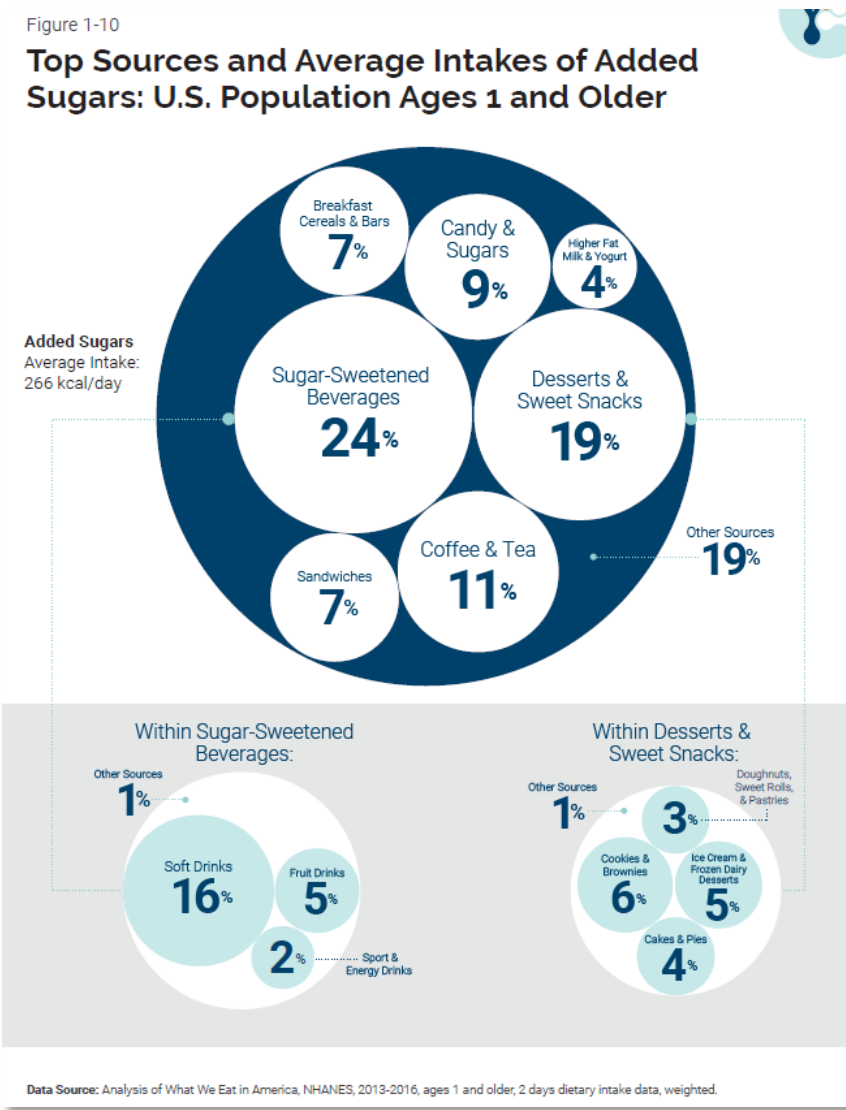
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TOP SOURCES OF ADDED SUGARS

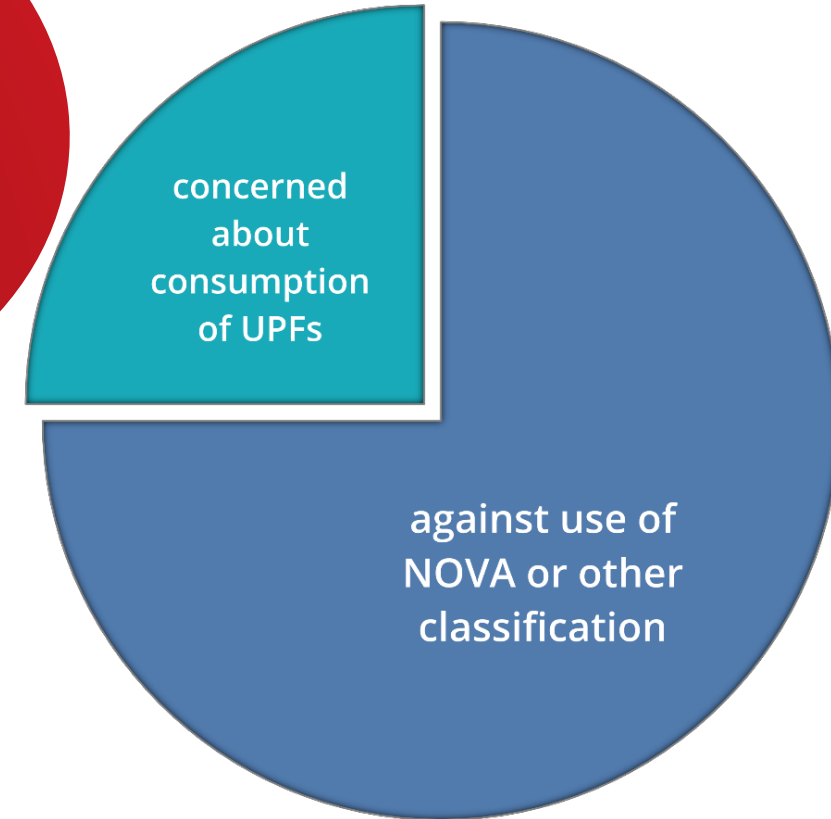


+ Ultra-processed foods comprise 57.9% of energy intake, and contribute 89.7% of the energy intake from added sugars

UPCOMING DIETARY GUIDELINES (2025-2030)

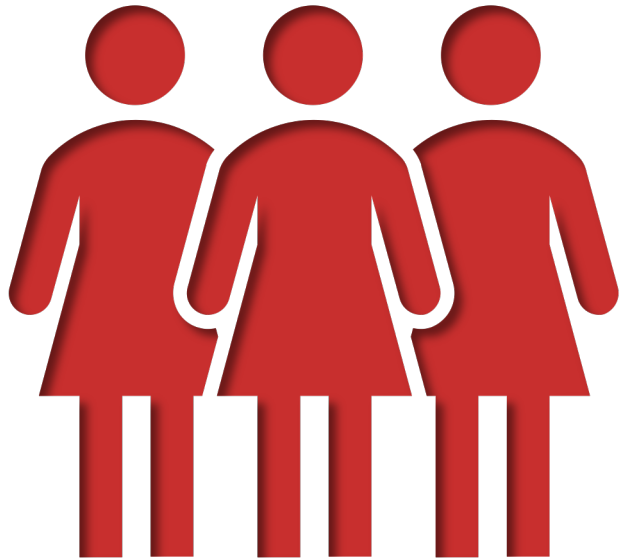


What is the relationship between consumption of dietary patterns with varying amounts of **ULTRA-PROCESSED FOODS** and growth, body composition, and risk of obesity?

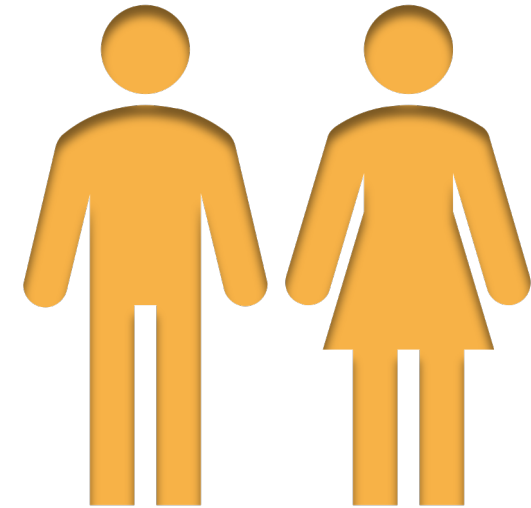


CONSUMERS & MARKETPLACE

OVERCONSUMPTION



3 in 5 Americans
aged 2 years and older exceed
the recommendation to
consume less than 10% of their
total daily calories from added
sugars on a given day



US ADULTS SPLIT DOWN MIDDLE: Low and No Calorie Sweeteners (LNCS)

28% report
consuming
LNCS
regularly

+ **75%** say they
are looking to
LIMIT or
AVOID SUGAR
in their diet

29% report
never
consuming
LNCS

regularly

LNCS

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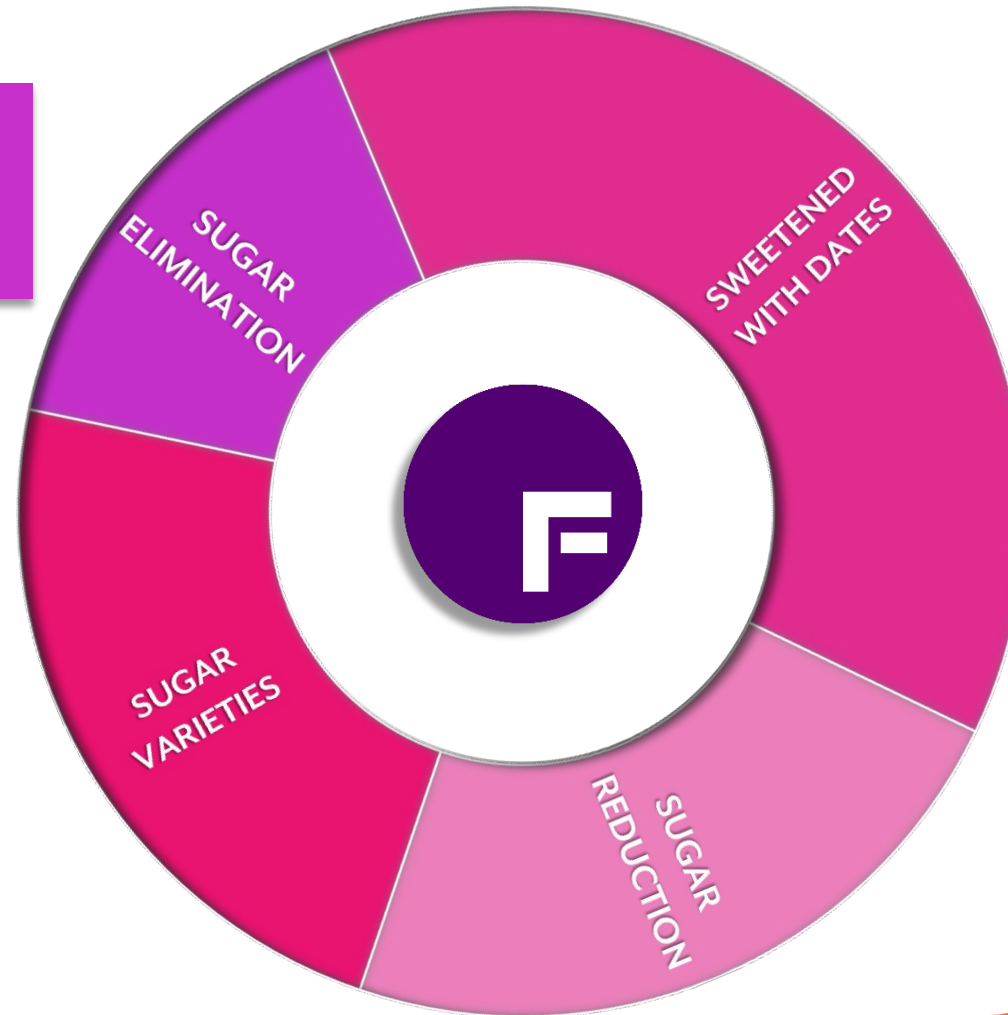
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FOODSCAPE METATRENDS: Sweeteners

+ SUGAR ELIMINATION + SUGAR REDUCTION
38% of total mentions

+ SUGAR VARIETIES:
include jaggery, piloncillo, black sugar, demerara, muscovado, etc



+ SWEETENED WITH DATES: Plus other nutritive mentions include honey and maple syrup

CHOICE IN EVERY CATEGORY



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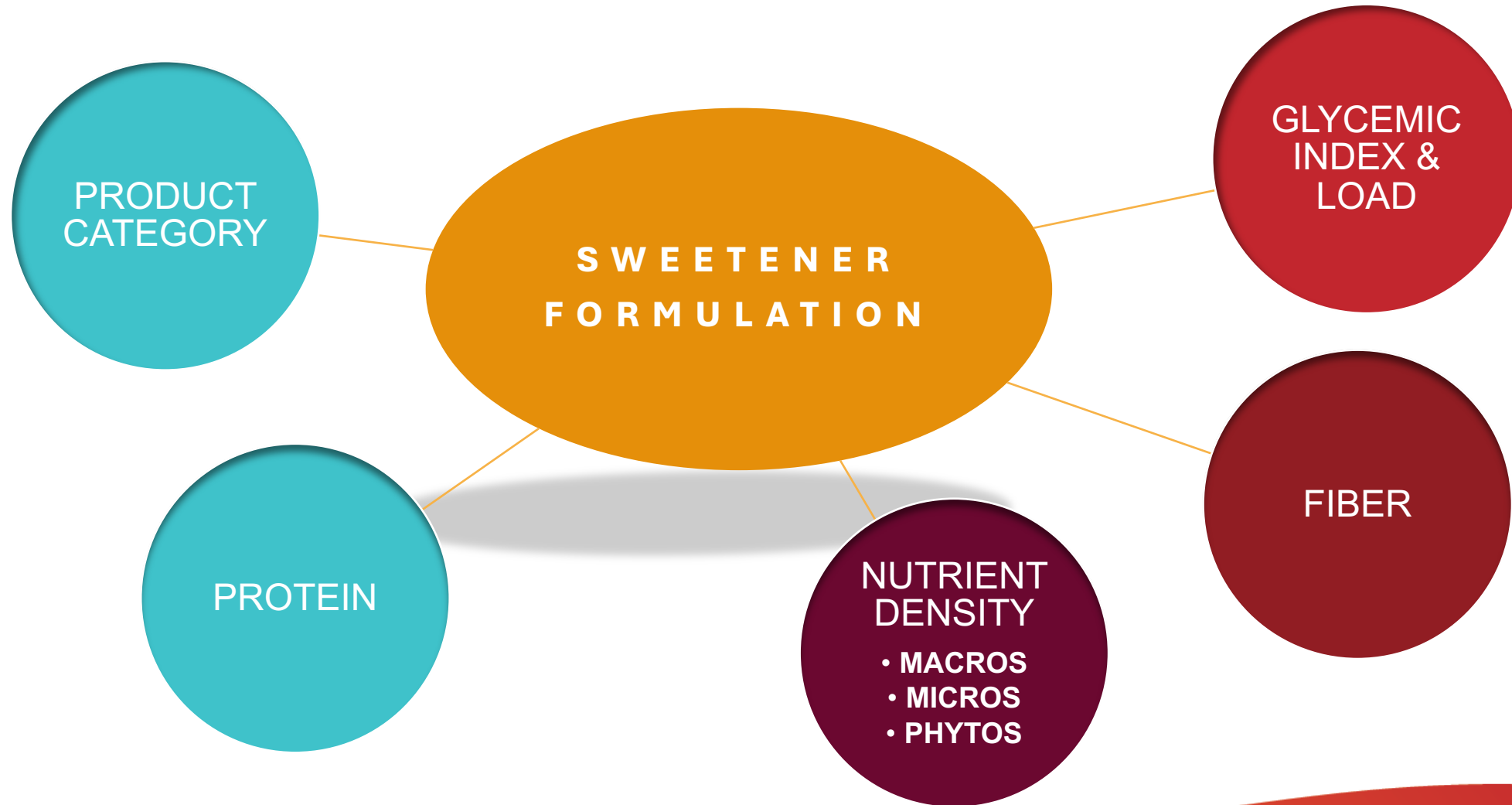
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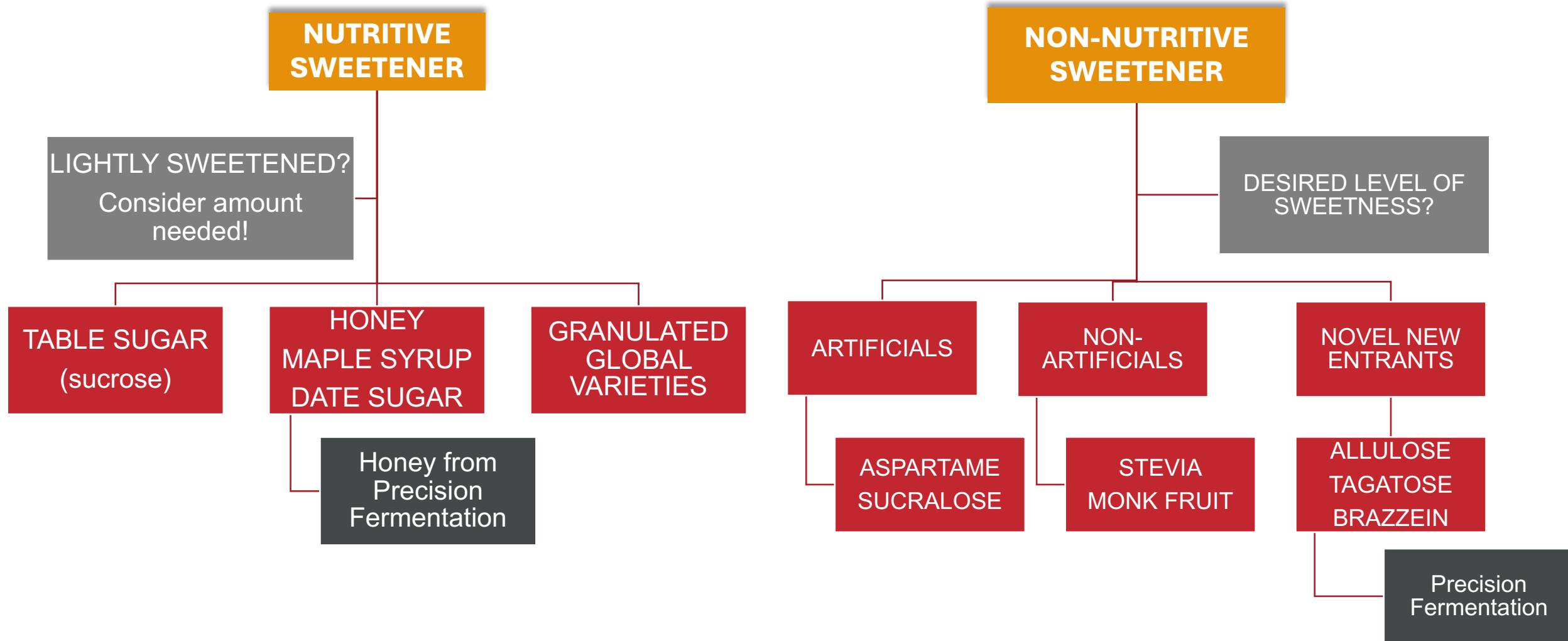
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BUILDING A ROADMAP

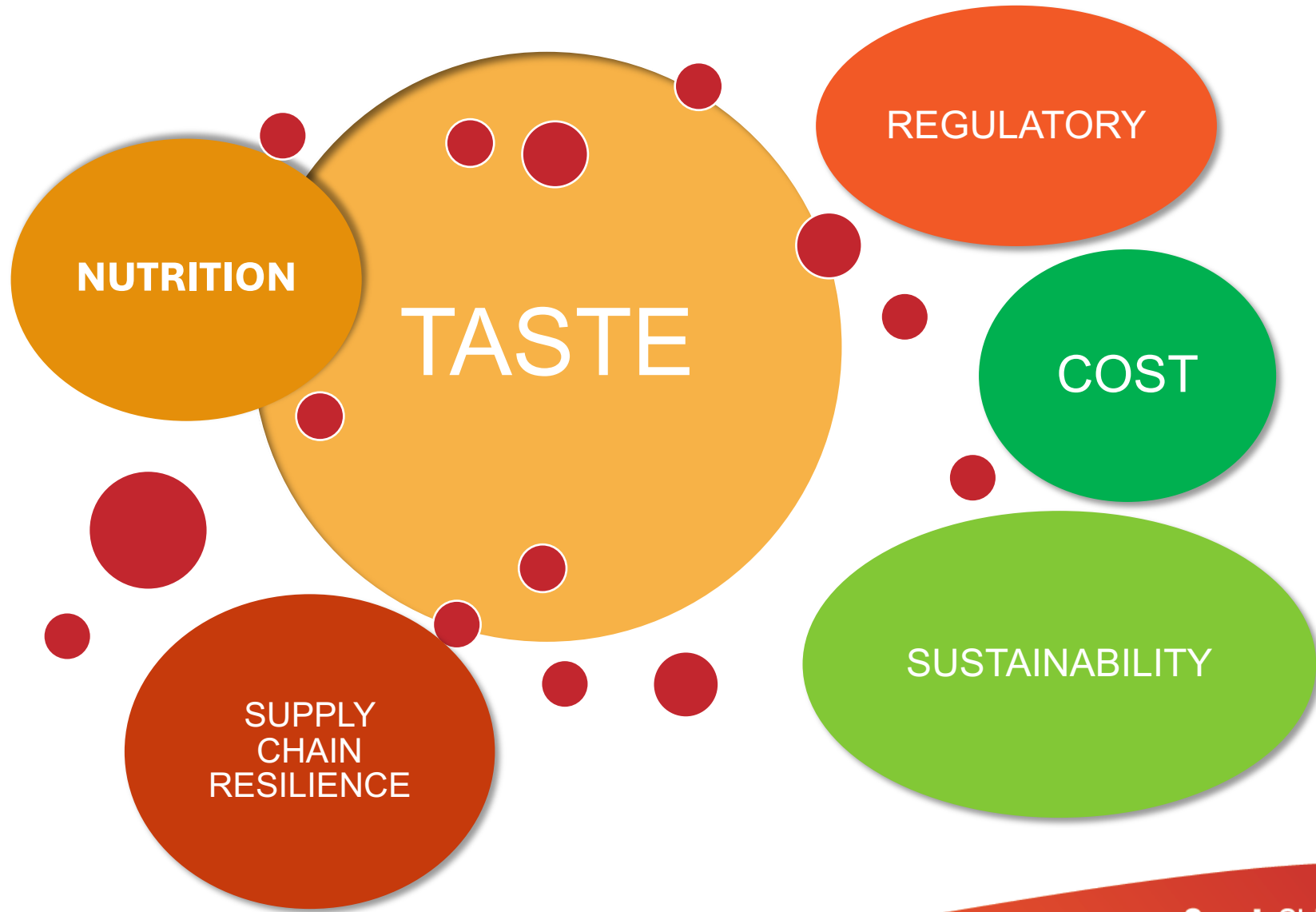
PLACE SWEETENER CHOICE IN CONTEXT



PROTOTYPE MULTIPLE OPTIONS, INCLUDING BLENDS



LEAD WITH TASTE!



THANK YOU & QUESTIONS

Dr. Rachel Cheatham

questions@foodscapegroup.com