


International Sugar Organization

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EXECUTIVE DIRECTOR

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(English only)**

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Various sugar related articles

The Executive Director would like to draw your attention to the articles below all of which are relevant to the sugar sector.

Sugaronline Ebriefing
SOUTH AFRICA: Sugarcane growers launch energy drink made from fresh cane juice

South African sugarcane producers' group, SA Canegrowers, has launched an energy drink, Shesha, made from juice extracted from fresh, raw sugarcane, according to a [press statement](#) released Oct. 27.

The energy drink is produced by Womoba, a subsidiary of SA Canegrowers, and is made from hand-harvested sugarcane stalks, which are peeled and crushed to form the base of this naturally sweetened, fortified energy drink.

Shesha is produced and canned in KwaZulu-Natal. Profits from the sales of the energy drink will enable projects in KwaZulu-Natal and Mpumalanga to stimulate job creation and economic opportunity through the activities of SA Canegrowers.

The association said this initiative is part of efforts to diversify the industry beyond traditional sugar production, creating new revenue streams for growers and rural communities.

"Shesha is about doing something new and exciting with a crop we've known for generations. It's proof that innovation can start right here at home — turning sugarcane into something fresh, relevant and proudly South African," said Higgins Mdluli, a sugarcane grower from Mpumalanga, and chairman of SA Canegrowers.

Shesha is across South Africa via Takealot and Makro's online stores, and at select retailers in KwaZulu-Natal.

BRAZIL: StoneX says ethanol price at SP mills may rise above 70% parity with gasoline during offseason

Consultancy StoneX expects ethanol prices at production facilities in São Paulo state to rise to up to BRL3.6/litre during the offseason (between January and February next year), with the price parity in relation to gasoline exceeding 70% by December this year, according to Novacana.

For the 2026/27 season, an estimated record production of 36 billion litres (24.6 billion litres of cane-based ethanol and 11.4 billion litres of corn-based ethanol) should result in a decline of BRL0.15/litre in average prices of hydrous ethanol, declining to BRL3.23/litre.

Corn-based ethanol production is expected to rise 17.5% to 1.7 billion litres, but sugarcane-based ethanol output is also projected to recover, increasing 6.6%.

UKRAINE: Astarta reports 27% decline in 9M 2025 sales volumes

Astarta sold 212,256 metric tonnes of sugar in the first nine months of 2025, down 27% from the 289,319 tonnes in the same period in 2024, according to a trading update released on Oct. 23.

The average price in sugar sales in the period declined 5% from one year earlier to UAH23,119 (USD549.14) per tonne. In the third quarter (July-September), Astarta's sugar sales volume totaled 62,831 tonnes, down 19% year-on-year, with the average price 7% lower, at UAH22,204/t (USD527.41).

US: NYC chain restaurants required to display added-sugar warning

Chain restaurants across New York City are now required to display added-sugar warning labels, the first US city to implement the measure, according to the New York City Health Department, reports Sugaronline.

Since Oct. 4, chain restaurants across New York City have been required to post a warning icon next to food items and drinks that have 50 grams or more of added sugars.

Menus must also include the warnings, according to a NYC Health Department [statement](#).

An added-sugars warning statement should also be displayed at the point of purchase and on menus, menu boards and self-service food locations, explaining that items with the icon contain as much as or more than the daily recommended limit of added sugars per day and that consuming too much added sugar is a health risk.

The law applies to almost 4,000 restaurants in New York City that are part of chains that have 15 or more locations nationwide.

Chain restaurants violating to the order are subject to a USD200 fine.

BRAZIL: Lula says sugar and ethanol could be included in negotiations with US

Brazil's president, Luiz Inácio Lula da Silva, told journalists on Oct. 27 that "any topic" could be included in negotiations with the United States, including ethanol and sugar, according to Agro Estadão.

Lula said that if the US government wants to discuss critical minerals, rare earths, ethanol, or sugar, he would be open to it. He added that he is flexible and willing to discuss any topic brought to the negotiation table.

Brazilian ethanol exports to the US are subject to a 2.5% tariff, while US ethanol entering Brazil faces an 18% tariff. This arrangement has been in place since the duty-free import quota expired in 2023.

EUROPE: Crop monitor raises beet yield estimate for Germany and France

The European Union crop monitor has increased its sugarbeet yield estimate for the EU in the current campaign by 2% from the previous estimate, mainly driven by upward revisions for crops in Germany and France, reports Sugaronline.

The average sugarbeet yield for the EU this year is projected at 76.4 metric tonnes per hectare (t/ha), up 2% from the estimate released in September, according to the JRC MARS [bulletin](#) released Oct. 27.

The most recent forecast is also 4% above the five-year average for the region and 1% higher than that recorded in 2024.

In Germany, the sugarbeet yield is now projected at 77.5 t/ha, 4% above the previous forecast but still 8% below last season's yield and 1% lower than 2024's.

"Potatoes and sugarbeet show good size development where moisture supply was sufficient, mitigating regional impacts by pests reported earlier; however, slower lifting in waterlogged zones could negatively impact crop quality," the crop monitor said in the October bulletin.

JRC MARS increased France's beet yield projection by 6% from the previous estimate to 83 t/ha, which is 5% higher than in 2024 and 8% above the five-year average.

"The outlook for sugarbeet and potatoes reflects the positive season in northern France, keeping yield expectations above the five-year average," according to the crop monitor.

NIGERIA: Niger government plans to boost sugar production

The Niger state government has entered into partnerships with local and international investors to expand dairy and sugar production, and has earmarked 20,000 hectares of land to increase sugar production, according to The Street Journal.

Niger State governor Bologi Ibrahim announced this initiative when he received the chairman of Flour Mills of Nigeria, and investors from Brazil, the United States, and South Africa, who were in Minna to explore investment opportunities and collaborations with the state.

INDIA: ISMA calls for increased ethanol allocation, warns about risk of excess sugar stocks

India's sugar industry association ISMA has warned that a reduction in ethanol allocation to the sugar sector could lead to underutilisation of distilleries, surplus sugar stocks, and affect payments to sugarcane farmers in the 2025/26 season, reports Sugaronline.

The group is urging the government to increase ethanol allocation to the sugar industry, increase the minimum selling price of sugar (MSP) and ethanol procurement prices, announce a higher ethanol blending target beyond E20, and announce the sugar export policy for 2025/26.

The sugar industry has invested over INR400 billion to create 9 billion litres in ethanol production capacity but received a total allocation of 2.89 billion litres of ethanol for the 2025/26, equivalent to 28% of the total requirement, according to ISMA.

The grain-based ethanol sector has been allocated 72% (7.6 billion litres).

ISMA said the investment made in ethanol production capacity was aligned with the government's 2021 Biofuel Roadmap (2020-25), which projected that the sugar sector would contribute about 55% (5.5 billion litres) of the total 10.16 billion litres of ethanol requirement to achieve the 20% blending (E20) target by 2025/26.

"This imbalance may lead to underutilisation of distilleries (below 50%), reduced sugar diversion (3.4 million tonnes), and excess sugar stocks," ISMA said in a press statement on Oct. 29.

Resulting cash flow constraints could also delay payments to farmers and risk the accumulation of cane arrears, as the sector faces high production costs, thin margins and high working capital requirements, according to the group.

ISMA said that sugar prices have declined sharply and are expected to fall further by December. For 2025/26, the association expects a surplus sugar production against domestic consumption of 28.5 million tonnes and 3.4 million tonnes of sugar diversion towards ethanol.

The sugar industry group said this "will create a sugar glut in the domestic market, leading to depressed sugar prices, aggravating liquidity challenges for mills, and increasing the risk of cane arrears."

ISMA calls for at least 50% of the total ethanol allocation to be for sugar-based feedstocks to ensure parity and "economically acceptable utilisation of existing capacity," as well as an upward revision of ethanol procurement prices in line with the government-determined formula.

The group also seeks an allocation of 1.5 billion litres of ethanol from sugarcane juice and B-heavy molasses in the tender for cycle 2.

In addition to increasing the ethanol blending target above 20%, ISMA also calls for the introduction of E100 fuel, supported by the rollout of Flex-Fuel Vehicles and Strong Hybrid Electric Vehicles.

The revision of the MSP for sugar aligned with increased FRP and production costs, and the early announcement of the sugar export policy for 2025/26, would help manage surplus, plan raw sugar production, and maintain liquidity.

INDONESIA: Minister says Toyota is considering to invest in ethanol production in Indonesia

Indonesia's deputy minister for Investment and Downstream Industry, Todotua Pasaribu, has said Japan's automaker Toyota is one of several foreign companies considering establishing ethanol production facilities in Indonesia, according to the Jakarta Globe.

Toyota aims to ensure a sustainable fuel supply for its bioethanol-compatible vehicles, according to the minister.

Todotua said Brazilian investors have also shown interest in Indonesia's ethanol sector. He added that the government is still assessing potential sites for the plants, but Lampung Province on Sumatra Island is seen as a strong candidate because of its abundant supply of sugarcane, cassava, corn, and sorghum.

ED&F Man Daily Research

Tanzania's producers eye exportation of sugar to regional markets of Kenya, DRC and Rwanda - Chinimandi - Tanzania's sugar producers are forecasting a rise in output while reaffirming their commitment to long-term market stability. The industry is optimistic to maintain sufficient domestic supply and to expand exports across regional markets. According to the Tanzania Sugar Producers Association (TSPA), total sugar availability is expected to reach at least 350,000 tonnes by the end of the 2025-26 season, a figure projected to comfortably meet national demand and help stabilize price. TSPA Executive Secretary Kennedy Rwehumbiza told The Citizen that the country's seven active producers—TPC Moshi, Kagera Sugar Limited, Mtibwa Sugar Estate, Kilombero Sugar Company, Bagamoyo Sugar Limited, Manyara Sugar Company, and Mkulazi Holding Company—collectively produced over 340,000 tonnes of brown sugar between May and September 2025.

Brazil corn ethanol could reach 40% of total biofuel supply by 2028/29 - BTG - Four years from now, during the 2028/29 harvest, corn ethanol plants could add 8 billion liters to the market, according to BTG Pactual. Sugarcane ethanol, on the other hand, is expected to see slower growth in future harvests. Thus, the share of corn-based biofuel could reach 40% of the domestic market, likely because they have lower production costs than sugarcane plants. In the 2024/25 season, the costs to produce biofuel from the grass totaled R\$2.54 per liter. This figure includes production costs of R\$1.75/L and maintenance capex of R\$1.14/L, in addition to a deduction of R\$0.35/L for energy sales. On the corn side, production and maintenance demanded R\$2.56/L and R\$0.12/L, respectively, while sales of distillers dried grains (DDG) totalled R\$0.74/L. Thus, total expenses accounted for were R\$1.94/L.

Another EUDR backflip: How did we get here?



In a dramatic pivot, the EU's anti-deforestation law looks like it will be pushed back for some, and reworked for all. Here's a timeline to help with the whiplash

<https://www.foodnavigator.com/Article/2025/10/28/eudr-timeline-delays-u-turns-and-backflips/>

Sweeteners linked to hair growth in latest study



New research suggests natural sweetener stevioside may help boost hair growth

<https://www.foodnavigator.com/Article/2025/10/28/sweeteners-linked-to-hair-growth-in-latest-study/>