



## **Corn refiners campaign refutes 'HFCS-free marketing tactics'**

**Compiled by Staff**

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Anaheim, CA. March 5. A campaign undertaken by the Corn Refiners Association (CRA) aims to support the contention that high fructose corn syrup (HFCS), a sweetener made from corn, is nutritionally the same as sugar. The campaign, including a Web site, [www.SweetSurprise.com](http://www.SweetSurprise.com), also counters what the CRA says are marketing tactics used by many food companies that "may confuse and mislead consumers" by promoting their products as using sugar instead of HFCS.

Audrae Erickson, president of the Corn Refiners Association, says the campaign was launched to fight back against those who are attacking not only corn sweeteners, but the food industry in general. Consumers want high quality and value, she explains and they should not be fooled by what she calls "switcheroo" firms that are hoping to charge more and improve their quarterly earnings.

"A sugar is a sugar whether it comes from corn, cane, beets, or beets. Consumers should reject this expensive "Switcheroo" marketing ploy," adds Erickson.

The CRA Web site asserts HFCS is natural and nearly identical in composition to table sugar, stating that both contain approximately 50 percent glucose and 50 percent fructose, and both have the same number of calories as most carbohydrates. "Because they are nearly compositionally equivalent, the human body cannot tell the difference between high fructose corn syrup and sugar," the CRA says.

Meanwhile, the Sugar Association says on its Web site that "recent efforts by manufacturers of HFCS to position their product as 'not different than' and 'nutritionally equal' to sugar are false and misleading. ... Sugar exists naturally in almost every fruit and vegetable, but most abundantly in sugar cane and sugar beets."

Michael Jacobson, of the Center for Science in the Public Interest, says there is little nutritional difference between sugar and HFCS. But he argues that consumers should take in less of both.

The CRA campaign disputes assertions from the American Heart Association that high intake of added sugars such as HFCS contributes to obesity, high blood pressure and other risk factors for heart disease and stroke. The CRA says "there is no scientific evidence to suggest that high fructose corn syrup is uniquely responsible for people becoming obese. Obesity results from an imbalance of calories consumed and calories burned." The CRA says USDA data shows that per capita consumption of high fructose corn syrup is actually on the decline, yet obesity and diabetes rates continue to rise.