



**Statement on World Cancer Research Fund policy brief: Curbing Global Sugar Consumption
May 18, 2015**

Today the International Council of Beverages Associations released the following statement on the World Cancer Research Fund policy brief “Curbing Global Sugar Consumption: effective food policy actions to help promote healthy diets & tackle obesity”

“Our industry agrees that obesity and other chronic diseases remain a global health challenge. If we want to truly address these issues, it is critical that stakeholders encourage a message of balance and moderation in the consumption of all foods and beverages, and incorporating physical activity into day-to-day living. This is something that will have real and lasting impact. Research has shown that policies such as discriminatory taxes and regulations will do little, if anything, to improve public health.

ICBA welcomes the opportunity to work with the World Cancer Research Fund and other stakeholders to pursue effective and practical solutions to these health issues. The solutions should focus on collective efforts across government, civil society and industry that promote balanced diets and regular physical activity.

Our members will continue to offer innovative ways to help consumers to achieve calorie balance through smaller portion sizes, no- and low-calorie beverages and transparent, fact-based nutrition information.”