

# DID YOU KNOW?

Canadians consume about **11%** of their energy from added sugars, well below the Institute of Medicine's suggested maximum of **25%**.



For more information, visit [sugar.ca](http://sugar.ca)





# DID YOU KNOW?

**Canadian consumption of sugar has been declining over the past four decades. On average, Canadian adults consume nearly a **third less added sugars** than US adults.**



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# DID YOU KNOW?

**Adequate carbohydrate intake is important to meet daily nutritional needs as well as optimal performance in physically active people.**



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# DID YOU KNOW?

All green plants  
manufacture sugar  
(sucrose) through a  
process called  
photosynthesis.



# DID YOU KNOW?

Whether sugar is added to foods or consumed as part of fruits and vegetables, it is metabolized by the body in the same way.



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# DID YOU KNOW?

Sugar is a carbohydrate and like all carbohydrates, provides **4 calories per gram**, compared to fat which has **9 calories per gram**.



# DID YOU KNOW?

**The term “Sugars” on the nutrition label of food packages refers to total sugars, including naturally occurring lactose in milk and sugars in fruits, and added sugars.**



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# DID YOU KNOW?

**The term “sugar” in the ingredient list can only refer to sugar from sugar cane or sugar beet.**



# DID YOU KNOW?

**Granulated sugar is more than 99.8% pure sucrose.**

**The sugar refining process removes impurities and cleans the sugar crystals.**



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# DID YOU KNOW?

**Pure sucrose is naturally white.  
The purification process  
removes impurities from raw  
sugar to reveal the naturally  
white sugar crystals.**



# DID YOU KNOW?

**Most consumers  
overestimate the  
calories in sugar:**

**1 teaspoon of sugar  
has just 16 calories!**



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# DID YOU KNOW?

Granulated sugar, brown sugar, honey, and maple syrup all provide **4 calories of energy per gram** and have **similar nutritional values.**



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# DID YOU KNOW?



**Diets low in carbohydrate  
may not be effective for  
weight loss as they may be  
higher in fat and calories.**



# DID YOU KNOW?

Products labelled “reduced in sugar” or “lower in sugar” can be misleading as these products **aren’t necessarily reduced in carbohydrates or calories.**



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# DID YOU KNOW?

**A small amount of added sugar has the unique ability to improve the flavour of many nutritious foods, such as whole-grain breads and sweetened yogurts.**



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# DID YOU KNOW?

**Sugar acts as an important tenderizing agent and is responsible for the pleasant golden-brown colour of baked products.**



# DID YOU KNOW?



**Sugar is a natural preservative, such as in jams and jellies, inhibiting the growth of microorganisms that can cause food to spoil.**



# DID YOU KNOW?

**Sugar is very important in bread making, working with yeast to make bread rise.**



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# DID YOU KNOW?

Scientific research has shown that sugar is not linked to hyperactivity in children or those with attention deficit/hyperactivity disorder (ADHD).



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# DID YOU KNOW?

**Sugar consumption does not have a direct correlation with weight gain.**

**To maintain a healthy weight, a modest decrease in calorie intake and an increase in physical activity are advised.**