
INDIAN SUGAR MILLS ASSOCIATION (ISMA)

meetha.org

	Issue No. 5 October, 2021	
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Sugar: Natural or artificial

Sugar brings joy and helps people to maintain their taste buds. It has helped to store many secrets of cultural delicacies. Nutrition and health experts always recommend choosing natural sugars over artificial sweeteners. Natural sugar has been a core of our tradition and cuisine. It is naturally extracted from sugarcane and is just a crystal form of sugarcane juice. But there is a lot of misinformation around sugar to promote artificial sweeteners.

A sweet message by ISMA

'Sugar & Health' Newsletter is an initiative of Indian Sugar Mills Association (ISMA). This newsletter is a sugary source of information for consumers, medical practitioners, nutritionists and chef's. It brings together scientific facts, research and news around 'Sugar & Health', natural sugar, artificial sugar and sugar substitutes.

Featured articles

You, Life, and Sugar

“Sugar has been part of our lives for centuries and can be enjoyed as part of a balanced lifestyle”



This is about eating a variety of foods, drinking clean water, partaking in physical activity and maintaining a healthy body weight.

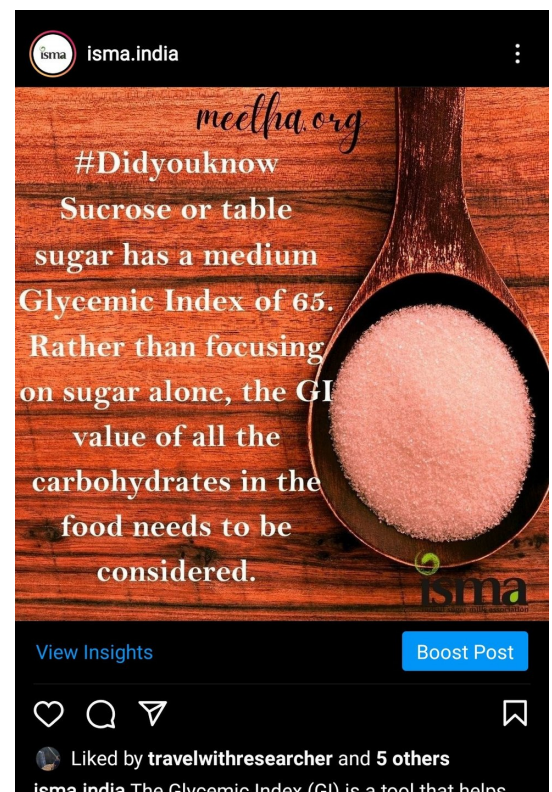
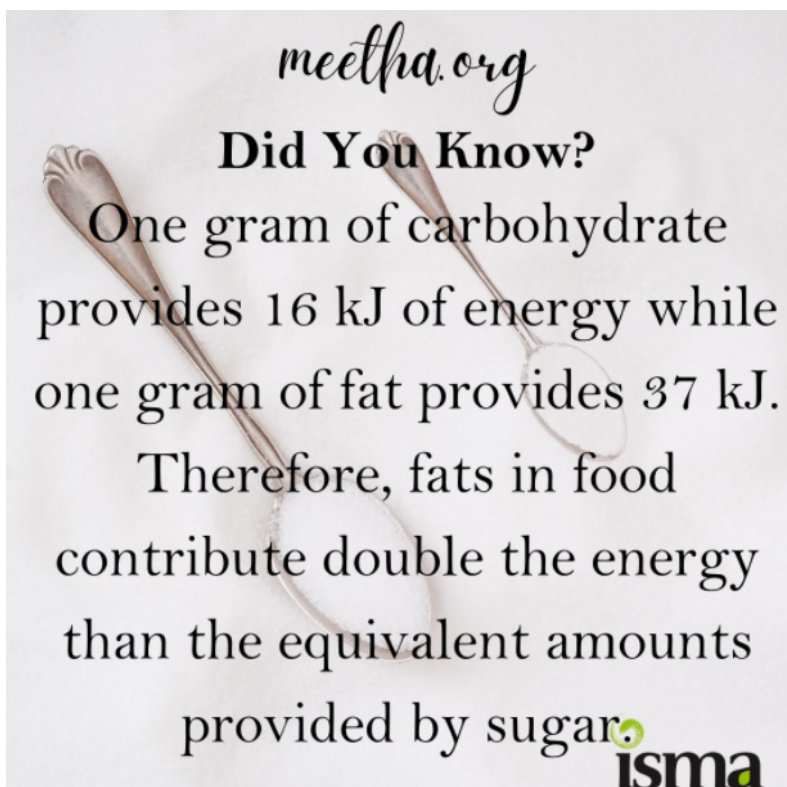
Understand Your Sugar: Health and Moderation

A ‘moderate’ intake of refined sugar can be an acceptable part of a healthy diet. Experts define a moderate intake as about 10 per cent of the total energy intake per day.



However, people who consume a lot of sugary food and drinks at the expense of more nutritious food choices, may be taking in a lot of ‘empty calories’.

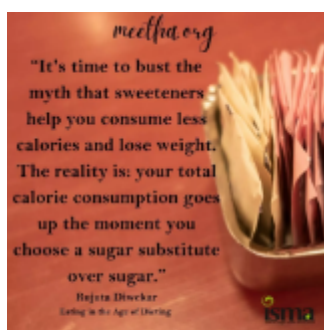
Our Social Media Presence



Our Social Media Presence



ISMA has started a campaign against FSSAI on various social media platforms of ISMA to highlight the importance and need for involving all the stakeholders including ISMA and for transparency in FOPL process. To reach out to posts click [here](#)



ISMA (Indian Sugar Mills Association) on LinkedIn: **#rujutadiwekar #rujutadiwekartips #madovermoderation**

Thinking of switching to artificial sweeteners? Did you know switching to artificial sweeteners increases your total calorie intake? A healthy eating ...



A meetha request from ISMA

ISMA is continuously striving to spread awareness and educate public with the right information and source with respect to sugar and health subject. In this regard ISMA is running various social media handles with posts, blogs, news, podcasts etc being posted on regular basis. It is our humble request to kindly "Like" 'Follow' & 'Share' these handles.