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March 27, 2002

VIA FACSIMILE AND CERTIFIED MAIL

Marion Nestle, Ph.D., M.P.H.
Department of Nutrition and Food Studies
New York University
35 West 4th Street, 10th Floor
New York, NY 10012-1172

RE: Inaccurate Sugar Statements

Dear Dr. Nestle:

We represent The Sugar Association, Inc. ("SAI"), an organization that is committed to integrity and sound scientific principles in educating consumers and professionals about the benefits of pure natural sugar. We understand that you are a professor at New York University School of Education and Chair of its Department of Nutrition and Food Studies and that you have recently published a book entitled Food Politics, which you are currently promoting. It has come to our attention that during the course of this promotion, you have made numerous false, misleading, disparaging, and defamatory statements about sugar. While we are perplexed as to why or how a professional educator of your stature would disseminate such distorted and damaging statements, we must demand that you stop making such statements about sugar.

There are numerous examples of such statements, some of which we will provide below. First, you continually repeat the false and inaccurate statement that soft drinks contain sugar. For example, in your March 4, 2001 interview with WBUR, a National Public Radio affiliate in Boston, you said that: "Soft drinks are a really easy target because they're sugar and water and nothing else." As commonly known by experts in the field of nutrition, soft drinks have contained virtually no sugar (sucrose) in more than 20 years. The misuse of the word "sugar" to indicate other caloric sweeteners is not only inaccurate, but it is a grave disservice to the thousands of family farmers who grow sugar cane and sugar beets.

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Second, in this same news interview, you state that the U.S. Department of Agriculture (“USDA”) changed its Dietary Guideline on sugar from “limit your intake of added sugars” to “moderate your intake of sugars” based on political pressure without revealing the lack of scientific support for the initial “limit” language. Specifically, you said that: “In the last dietary guidelines for Americans, the word ‘limit’ was removed by [that is] ‘limit your intake of added sugar’ was removed by the Department of Agriculture under pressure from sugar lobbying organizations . . .” — without mentioning that the language was removed because public law mandates that the Guidelines be based on the preponderance of scientific evidence, which did not support the recommendation to limit sugar intake.

Third, your inferred claim that sugar is physiologically addictive is false. As you know, sugar is not addictive. Sugar is pure carbohydrate, and as such, is no more addictive than any other food.

Finally, you clearly connote that sugar has been scientifically proven to be a prime contributor to heart disease, obesity and other diseases besides dental caries. This ignores and directly contradicts the conclusions of the most recent authoritative government publication on the subject – a December 2001 research brief published by the USDA in Family Economics and Nutrition Review Vol. 13, No.1 (2001), entitled “Current Knowledge of the Health Effects of Sugar” by Ann Mardis, M.D., MPH. This review is consistent with the conclusions of other authoritative reports including the FAO/WHO report on Carbohydrates in Human Nutrition (1999), WHO Technical Report Series 894 Obesity: Preventing and Managing the Global Epidemic (2000), and the COMA report on Dietary Sugars and Human Disease (1989).

SAI has provided you with truthful and non-misleading facts concerning these issues, including a February 21, 2002 letter from its President and CEO, Dr. Richard Keelor. To ensure that you have all of the facts, we enclose a copy of the Mardis article.

The purpose of this letter is to appeal to your sense of fairness and academic integrity. We share your goals of providing important nutrition information to the public and to address the problems of chronic disease and childhood obesity through awareness of good nutrition, exercise and a healthy lifestyle. However, such goals should not be achieved through disinformation, or at the expense of an important natural, simple and low caloric source of carbohydrate. We ask that you be guided by the most current scientific evidence and government statements and that your writings and comments be reflective of them. We also ask that you be more precise and accurate in your definitions

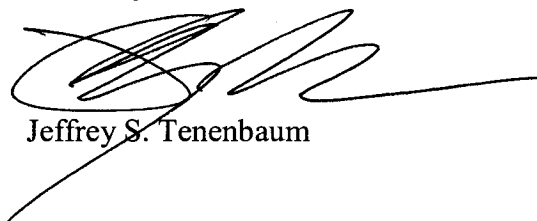
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and cease making misleading or false statements regarding sugar or the sugar industry. If not, the only recourse available to us will be to legally defend our industry and its members against any and all fallacious and harmful allegations.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Tenenbaum', with a long horizontal flourish extending to the right.

Jeffrey S. Tenenbaum

Enclosure

cc: Richard Keelor, Ph.D.