

National Real Sugar Day Toolkit



The Sugar Association (SAI) is the scientific voice of the sugar industry and has been since 1943. We represent nearly 142,000 sugar beet and cane growers, processors and refiners throughout the United States. SAI is comprised of 15 member companies that proudly grow, extract, and deliver the real sugar the American public uses every day.

Together with our members, we work to tell real sugar's story, particularly where it comes from and how it plays a vital role in so many foods and beverages that are part of nutritious, balanced and (not to be forgotten) enjoyable diets.

About National Real Sugar Day:

In 2022, the inaugural National Real Sugar Day took place to celebrate the dedicated individuals who work year-round in the fields to harvest sugar crops, shed light on sugar's pivotal role in agriculture industry, and make people aware of the new holiday.

This toolkit was designed as a resource to help you participate in National Real Sugar Day. Your support for the sugar industry is invaluable to our success, and we appreciate you helping us emphasize the real people and real plants involved in bringing real sugar from the farm to tables across the country.

**National Real
Sugar Day
is
Saturday,
October 14.**

How to Celebrate:

- Share provided social graphics on your social media channels.
- Celebrate National Real Sugar Day in your office with a sweet treat.
- Share a provided fact about Real Sugar as it relates to your connection to the industry.
- Bake or cook something with #RealSugar to share with family, friends, or online—but be sure to use #NationalRealSugarDay and tag @moretosugar!
- Live or work near a sugar farm? Share images of sugar beet or sugar cane harvest online with #RealSugar.
- Pose with your favorite type of real sugar or sugar-containing food and post to social media.
- Share real sugar-containing recipes online.
- Teach a class about where real sugar comes from and enjoy something made with real sugar together.

→ EVENT WEBSITE

@moretosugar



Sample Posts

Hashtags:

#NationalRealSugarDay #RealSugar

#MoreToSugar #MadeWithRealSugar

- Join us in celebrating the real people and real plants that bring us #RealSugar. #NationalRealSugarDay is October 14! 🍰🍌🌱
- #DYK harvest has begun for many sugar beet and sugar cane growers [who bank with us, who use our equipment, who...]. What does harvest season look like for you? #NationalRealSugarDay #RealSugar! 🚜🌱
- #NationalRealSugarDay is October 14! #DYK:
 - All green plants make sucrose, but there is only one Real Sugar: it comes from sugar beet and sugar cane plants.
 - There are just 15 calories in a teaspoon of sugar.
 - Sugar is essential for more than its sweetness—it helps in food preservation, bulk, texture, browning, color, moisture, retention, and many other functions.
- In addition to providing sweetness, #RealSugar is also used to balance acidity, add bulk or prevent spoilage among other functional properties.
- #DYK sugar is also used in the production of medication, to make bioplastics for planes, and can extend the life of your fresh-cut flowers? #NationalRealSugarDay

Additional Sugar Fast Facts to Share:

- Today in the United States, the sugar industry is comprised of 11,000 beet and cane farmers who produce about 9 million tons of sugar each year.
- The sugar industry creates more than 151,000 jobs in more than 24 states, adding \$23.3 billion to the U.S. economy. Real sugar grows from coast to coast and border to border of the United States.
- Sugar is a carbohydrate, which is the primary source of energy for the human body. In fact, glucose (a product of carbohydrate digestion) is essential to the function of the central nervous system.
- 11,000 family farmers grow sugar on two million acres resulting in eight million metric tons of sugar produced annually.
- Sugar is naturally white. When the sugar is initially extracted from the plants, it has a golden color because of the non-sugar materials attached to and within the sugar crystals. This golden sugar is then purified, where these plant fibers and molasses are removed, extracting the sugar molecules from the non-sugar materials and restoring the sugar crystals to their natural white color.
- Sugar cane was brought to Louisiana in 1751 and is now grown in three states: Florida, Louisiana, and Texas.
- Sugar beets arrived in the U.S. in 1838 and are grown in 11 states today: California, Colorado, Idaho, Michigan, Minnesota, Montana, Nebraska, North Dakota, Oregon, Washington, and Wyoming. Real sugar grows from coast to coast and border to border of the United States!

Downloads



NATIONAL REAL SUGAR DAY LOGO

↓ DOWNLOAD LOGO

SOCIAL GRAPHICS

Download ready-made social media graphics to promote the event on your social media platforms or newsletters.



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EDUCATIONAL RESOURCES

Celebrate National Real Sugar Day in the classroom or at home with a custom lesson plan for grades 9-12 that teaches the origins of real sugar, where real sugar is grown, and how it functions in our diets and cooking.

↓ DOWNLOAD LESSON PLAN