



CAMPAIGN FOR

# SWEETENER TRANSPARENCY

## Frequently Asked Questions

### Q: What's the problem with sweeteners?

**A:** The problem is that they are hard to find. The lack of transparent, accurate labels means Americans don't know what's in their food and can't make informed choices. Decades of a hyper-focus on reducing sugar intake has led food companies to sky-rocket the use of low- and no-calorie sweeteners, far beyond their traditional uses in diet beverages and now into every product category, even in food for kids. The number of products using low- and no-calorie sweeteners has increased by more than 300% since FDA began requiring added sugars labels on food.

Americans deserve more than unfamiliar chemical names. They deserve to know that low- and no-calorie sweeteners are in their food and how much. Organizations including the [World Health Organization](#)<sup>1</sup> and the [American Academy of Pediatrics](#)<sup>2</sup> have advised against their use for weight management and their use in food for kids.

### Q: What should the government do?

**A:** The U.S. Food and Drug Administration (FDA) is supposed to require food labels that are truthful and not misleading. Current labels provide transparency around the presences and quantity of added sugars. It is time that level of transparency exists for low- and no-calorie sweeteners. Consumers want the full picture of how their foods are sweetened - whether it be original, low, no or reduced sugar products, low- and no-calorie sweeteners have snuck in without consumers knowing. The [Campaign for Sweetener Transparency](#) demands FDA finally let consumers easily identify the presence of low- and no-calorie sweeteners.

### Q: Who supports the Campaign for Sweetener Transparency?

**A:** The Sugar Association submitted a formal petition to the U.S. Food and Drug Administration (FDA) in 2020, but the agency has ignored Americans' right to know which sweeteners are in their food and how much. More than 26,000 Americans have signed the Campaign for Sweetener Transparency [change.org](#) petition to keep up pressure on FDA. 76% of Americans [think](#) it's important to know when their food contains low- and no-calorie sweeteners, and 66% want these sweeteners clearly identified on food labels.<sup>3</sup> Consumer [research](#) has found just 14% of consumers want to use artificial sweeteners to reduce their added sugars intake.<sup>4</sup>

1. World Health Organization. Use of non-sugar sweeteners. World Health Organization. 2023. <https://www.who.int/publications/i/item/9789240073616>

2. Baker-Smith CM, et al. American Academy of Pediatrics, Committee on Nutrition. *Pediatrics*. 2019;144(5):e20192765.

3. Consumer research conducted by [Quadrant Strategies](#) for the Sugar Association in May 2020.

4. Consumer research conducted by [Quadrant Strategies](#) for the Sugar Association in March 2023.

#SweetenerTransparency



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[sugar.org](https://sugar.org)

