



OXFAM
Canada

TOP FACTS

TOP FACTS YOU NEED TO KNOW ABOUT THE SUGAR RUSH FOR LAND

- * **THE DEMAND FOR SUGAR HAS CREATED A RUSH FOR LAND.** The world produced 176 million tonnes of sugar last year worth about \$47 billion in trade. Sugar production is predicted to increase by 25 per cent by 2020.
- * **SUGAR IS GROWN ON 31 MILLION HECTARES OF LAND GLOBALLY** – an area the size of Italy. There have been 100 recorded large-scale land deals for sugar production occupying at least 4 million hectares of land since 2000.
- * **SUGAR IS A KEY INGREDIENT FOR THE FOOD INDUSTRY** – 51 per cent of sugar produced is used in processed foods such as soft drinks, candy, baked goods, and ice cream.
- * **COCA-COLA IS THE WORLD'S LARGEST BUYER OF SUGAR** and controls 25 per cent of the global soft drink market. PepsiCo controls 18 per cent.
- * **BRAZIL ACCOUNTS FOR 20% OF THE WORLD'S SUGAR SUPPLY** and close to 50 per cent of all exports. In 2011 nearly 9.5 million hectares of land, 1/8 of Brazil's arable land, were devoted to sugar production. The huge expansion of large scale agriculture in Brazil has led to a rise in violence and conflict over land.
- * In Brazil and Cambodia Oxfam has found companies that supply sugar to Coke and Pepsi have robbed farmers of their rights and **KICKED THEM OFF THEIR LAND.**



Now that you have the facts, sign the petition at: BEHINDTHEBRANDS.ORG