

Sentifi Insights:

# A Sugar High

July 11, 2016



On March 23, 2016, Sentifi Engine triggered a notification of a new **commodity shortage** on **sugar**. Messages from social media indicated that El Niño would affect global sugar production.

Sugar was then trading at 16.75 cents a pound. Sentifi was ahead of the markets 3 weeks before prices started to incline.

Over the next few weeks, signals on sugar tariffs and falling sugar output in El Niño-affected countries emerged. In the last few weeks, sugar prices have reached a high of 21.15 cents, a 26% increase since those first shortage signals emerged on Sentifi.

**Wandile Sihlobo**  
@WandileSihlobo

Green Pool Commodities says global shortage of #sugar will be larger than previously expected in the next season  
[bloom.bg/1MC3PBu](http://bloom.bg/1MC3PBu)

2:49 AM - 24 Mar 2016



**Afrinnovator**  
@Afrinnovator

Egypt imposes 900 Egyptian pound/tonne sugar export tax  
[bit.ly/1TqwY0](http://bit.ly/1TqwY0) #AfricaMeansBusiness | [bit.ly/1Nslu3J](http://bit.ly/1Nslu3J)

2:42 PM - 19 May 2016



**The Daily Export**  
@TheDailyExport

India Imposes Sugar Export Duty to Keep Local Price in Check  
[bloomberg.com/news/articles/...](http://bloomberg.com/news/articles/...)

9:55 PM - 17 Jun 2016



