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<http://www.moneymorning.com/2009/08/25/jim-rogers-bullish-on-sugar/>

Six Ways to Profit From Guru Jim Rogers' Prediction That Sugar is Sweeter Than Gold

Global investing icon Jim Rogers is shifting his sights from gold to sugar.

And with good reason.

[Sugar prices](#) have zoomed more than 80% since the start of the year – eclipsing the 21-cent-per-pound mark for the first time in 28 years. But Rogers says there's more room to run: Even after its scorching advance this year, sugar remains 70% below the record peak it hit in 1974.

Given that kind of profit potential, Rogers is much more bullish on sugar than he is on gold.

"[Sugar is still very depressed](#) on any kind of historic basis and I suspect it will go higher," he said recently. "I wouldn't sell sugar. I don't know if it is going to go up in the next week or the next month, but I am certainly expecting sugar to go much higher during the course of the bull market over the next several years."

Not that he's bearish on gold. It's just that his ardor for the yellow metal has clearly cooled: "If it goes down I'll buy some more, and if it goes up I'll buy some more," he said. "I periodically buy some gold. I don't have a method to it. I just buy it."

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Six Possible Profit Plays

There are several ways that investors may capitalize on this bullish long-term outlook for sugar? They're all worth a look.

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- Although not a sugar play, per se, if you believe that sugar-cane-based ethanol – and other sources of alternative energy – will be an inevitable part of the global future, consider the following "green" ETF: The PowerShares WilderHill Clean Energy Fund (NYSE: [PBW](#)), one of the better-quality funds that focus on "clean" technology as determined by the [WilderHill Clean Energy Index](#). It's up 17.2% this year.

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