

STEVIA

Presentation by

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About Stevia

Stevia has no calories, and it is 200 times sweeter than sugar in the same concentration.

Stevia is part of the sugar substitute market. According to the Federal Food and Drug Administration (FDA) high-purity steviol glycosides, an extract of the stevia plant, is considered generally safe for use in food. On the other hand, the FDA stated that stevia leaf and crude stevia extracts are not generally recognized as safe (GRAS) and do not have FDA approval for use in food.

Cultivation

- Stevia is commercially grown in Paraguay, Brazil, Uruguay, Central America, Israel, China, Thailand, and the United States.
- Concentrated extracts are made from proprietary process by companies in Canada, USA, China
- Indian Companies offer Initial plantings & Consultancy in Cultivation & Extraction Technologies.

Uses

- Many Uses for Stevia Products and Extracts
- Table top sweetener - for tea, coffee and beverages
- Soft drinks, cordials, fruit juices
- Ice creams, yoghurts, sherbets
- Pastries, pies, baking
- Jams, sauces, pickles
- Jellies, desserts
- Chewing gum
- Candies, confectioneries
- Sea-foods, vegetables
- Weight-watcher diets
- Diabetic diets
- Flavour, colour and odour enhancers
- A source of antioxidants
- Alcoholic beverage enhancer (aging agent and catalyst)

Products in the Market

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Stevia Farms

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Market Scenario

- Consumer perception of the naturalness of stevia extract is a particularly important factor in the success of stevia.
- The World Health Organisation estimates that stevia may gain a considerable share (25%) in the global dietary sweeteners market .
- This implies continuous growth Based on developments in other markets , table top sweeteners will lead market development, followed by new non-alcoholic beverages and snacks.
- In Europe, several big brands (e.g. Coca-Cola company) have already reformulated existing products (e.g. Sprite) assuming rapid acceptance of stevia extract by consumers.

Data Base we offer

Stevia Rebaudiana Information on CD ROM

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Stevia Industry @ a glance

Stevia Rebaudiana is an herb in the Chrysanthemum family

Synonyms: sweet herb, honey leaf

Parts Used: Leaves

- **Uses:**
Recognized as Sweetener, several times sweeter than Sugar. FDA recognized it as Food Supplement.
Stevioside is the most powerful form of the stevia glycoside and is usually available in either a white powder or liquid extract. Found to have Medicinal Properties.
- **Cultivation:**
Major consumption is in Japan. Stevia is commercially grown in

Extraction

- Company profile
- Aqueous Extraction
- Extraction & Purification
- Korean Technology Overview
- Decantation Process
- Japanese developments
- Japanese Companies
- Chinese Companies
- Feasibility in Australia

Questions?

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