



STEVIA HISTORY



STEVIA UNCOVERED

Stevia is a plant native to South America. It is part of the sunflower family, and its leaves are naturally sweet. In fact, the indigenous people of Paraguay used to chew them for their sweet taste, and use them to naturally sweeten beverages.

The leaves of the stevia plant contain sweet tasting components, scientifically called steviol glycosides. To date, about 50 steviol glycosides have been identified, and a typical stevia leaf has nine which are most abundant. Each steviol glycoside has its own unique taste profile, and sweetness intensity can be anywhere from 200 to 350 times sweeter than sugar – but without the calories that sugar brings.

Stevia has been used for hundreds of years and today its use in foods and beverages is backed by science. There are now over 200 scientific research studies that support the science and safety of high-purity stevia extracts used in foods and beverages.



HISTORY OF STEVIA

DISCOVER HOW IT HAS GROWN OVER THE PAST 200 YEARS

1ST DISCOVERED



200+ YEARS AGO

The stevia plant was first discovered by indigenous people in South America who used leaves of the plant to sweeten beverages or chew for the sweet taste

1899

1ST SCIENTIFIC RECORD



The stevia plant was first scientifically recorded as **Eupatorium Rebaudianum**

by Swiss botanist Moises Santiago de Bertoni, in Paraguay. He was the first to describe the sweet taste in detail

1905

The stevia plant was later defined as, **Stevia Rebaudiana**, a member of the sunflower (Asteraceae) family and related to the Chrysanthemum



1931



= 350x SWEETER

Two French chemists isolated the parts of the plant that make it sweet. These sweet tasting components are called **steviol glycosides** and are 200–350 times sweeter than sugar

1971

1ST COMMERCIAL USE



First commercial use of stevia sweetener in foods in Japan

1984



China began cultivating stevia plants

2008

High-purity stevia leaf extract was Generally Recognized as Safe (GRAS) according to the US FDA requirements, thus approved for use in foods and beverages in the US.



2011

The European Food Safety Authority approved the use of steviol glycosides as a sweetener in foods and beverages.

TODAY

5 BILLION
PEOPLE AROUND THE GLOBE
Enjoy stevia in their food and beverages.



Organic
SUNRISETM
Natural



STEVIA TODAY

More and more food and beverage companies are using stevia to help create great-tasting food and beverage products with less sugar and fewer total calories. As a result, you may see a reduction in sugar and total calories per serving. On the ingredient label, you may see stevia listed in different ways: stevia, stevia extract, rebaudioside A, Reb A, steviol glycosides and other variations depending on the country and the manufacturer. Stevia can be found in more than 14,000 foods and beverages around the globe today, including juices, waters, soft drinks, flavored milks, yogurts, baked goods, cereals, salad dressings, sauces, confections, tabletop sweeteners and more. The powerful combination of a zero-calorie sweetener with a plant-based origin, makes stevia distinct in the food and beverage world.

STEVIA LEAF EXTRACTS

The form of stevia found in today's foods and beverages around the world is generally high-purity stevia leaf extract, which is a purified form of stevia extract that has been evaluated and approved by major regulatory agencies around the world. Purified stevia leaf extracts can contain one steviol glycoside or several different glycosides, and can be up to 350 times sweeter than sucrose. High-purity stevia leaf extract is a versatile sweetening ingredient for foods and beverages, and offers consumers and food and beverage manufacturers a new option for natural-origin sweetness without the calories.

Crude stevia extracts and or whole stevia plant leaves are sold as dietary supplements in some countries, but it is important to note that only high-purity stevia leaf extract has been evaluated and approved for use as an ingredient in foods and beverages by the world's major regulatory agencies. Throughout this website, we will refer to high-purity stevia leaf extract simply as stevia.

HOW IS STEVIA MADE?

To release the sweetness, the steviol glycosides are extracted and purified from the stevia leaf, like other ingredients you may commonly use, such as sucrose (sugar) from sugarcane or natural vanilla extract from the vanilla bean. At the end of the extraction and purification process, the sweet components are the exact same compounds as the ones originally found in the leaf. This process produces high-purity stevia leaf extract, which meets the specifications approved by major regulatory bodies for use in foods and beverages around the world.



STEVIA

High-purity stevia leaf extract is a plant extract that has been used as a natural sugar substitute and flavoring ingredient around the globe for centuries. This naturally sourced, zero-calorie sweetener can be used by the whole family to help manage calories and added sugars without sacrificing taste.

THE NATURAL ORIGIN, ZERO-CALORIE SWEETENER

1 FARMING

The stevia plant is native to South America, where it was first consumed centuries ago. Today stevia is grown on four continents. Stevia is a non-GMO crop. Its farming, extraction and purification require less water, land and energy to produce the same amount of sweetness found in other natural sweeteners.



2 HARVESTING

Stevia is a sustainable crop. Stevia farming requires little land and provides an opportunity to diversify crops, an important component of environmental sustainability and healthy ecosystems.



3 EXTRACTION

The sweet tasting molecules of stevia are called steviol glycosides. These sweet molecules of the stevia plant are extracted by steeping its dried leaves in water, like tea.



4 PURIFICATION

The liquid is filtered and separated from plant material. The extract is then purified with water and/or food grade alcohol, followed by drying, to obtain high-purity stevia leaf extract. This process gives high purity stevia leaf extract a more sugar like taste than crude stevia extracts and is required to meet regulatory standards for food and beverage use.



5 FINISHED INGREDIENT

Following extraction and purification, the sweet steviol glycosides are the same steviol glycoside molecules found in the stevia leaf. High purity stevia can be up to 350 times sweeter than sugar.

Stevia is the only global, commercially available, naturally sourced, zero-calorie sweetener that can help reduce calories as part of a more healthful dietary approach.



6 PRODUCT

Stevia is now available as an ingredient in thousands of foods and beverages around the world.



• www.sunriseagriland.com • www.organicfoodproducts.co.in

Contact for More Information

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