

International Stevia Council

The voice for the global stevia industry

November 2010



Who is the International Stevia Council

- Global trade association representing the interests of companies that process, manufacture and/or market stevia sweetener products.
- A 501 (c) (6) not-for-profit organization incorporated under the law of the State of Delaware in the United States (US).
- Created in July 2010 by eleven founding members.
- Global Office in Brussels (Belgium) and regional office in Washington DC (USA)

Vision Statement

To be the authoritative voice for the stevia industry in promoting the use of naturally-sourced stevia sweetener products that can improve the diets and health of people globally by addressing sugars and calories in food



Mission Statement

Safety

- Support stevia as a safe and trusted sweetener
- Be a trusted knowledge partner for regulatory bodies on the science behind the safety of stevia

Quality

- Establish and ensure accurate analytical methods for measuring the purity of stevia extracts
- Ensure industry wide access to accurate analytical methods and standards for measuring Steviol glycosides' content
- Support sustainable stevia production through responsible cultivation

Recognition

- Promote the wide variety of uses for stevia as a sweetener
- Stakeholder education including consumer education on the benefits of stevia

Membership

Membership of the International Stevia Council is open to any company engaged in the processing and/or manufacturing and marketing of a stevia sweetener product with a purity level in accordance with international (JECFA specifications) and national specifications

Founding Members

- Cargill
- Corn Products International
- GLG Life Tech Corporation
- Granular
- Morita Kagaku Kogyo
- PureCircle Limited
- Sunwin
- Sweet Green Fields
- SweetLeaf Sweeteners
- Verdure Science Europe
- Whole Earth Sweetener Company

Current Activities

General

- Development of Council's Business Plan
- Development of the Council's Communication Strategy

Technical issues

- Ensure common terminology used in industry
- Address regulatory status of stevia throughout the world
- Establish industry standards through Proficiency Testing Program

For more information visit:

www.internationalsteviacouncil.org

