# 9th World Convention

# World Stevia Organization Stevia Tasteful 2019



Science, Formulation & Strategies

# Mövenpick Hotel Amsterdam City Centre

October 24 - 25, 2019 - Amsterdam, Netherlands



www.wso-site.com



# Dear Colleagues,

As President of the World Stevia Organization (WSO), it is a pleasure for us to announce the organization of **the 9th World Congress on Stevia**, which will be organized in Amsterdam at the Mövenpick Hotel Amsterdam City Centre on October 24-25, 2019.

# Stevia as a Preventive Factor

Stevia is currently considered as the "green gold", as natural sweetener used to reduce sugar and synthetic sweeteners as aspartame or sucralose. Moreover, Stevia as a natural and antioxidant ingredient can be used for the prevention of chronic diseases such as obesity, diabetes, cancer and cardiovascular diseases.

In recent years, the production and use of natural sweeteners has been moving forward on the way to provide alternatives for saccharose which are non-caloric, non-carcinogenic and healthy. Sugar kills worldwide more people than smoking, alcohol and drug addiction. Sugar consumption, especially soft drinks, is the single largest and preventable contributor to the global epidemic of diabetes, heart disease, high blood pressure, bad cholesterol and unhealthy weight gain. Sugar is linked to Trillions in healthcare spending globally. On national level, the intake of free sugar (mono- and disaccharides) causes the highest disease burden in India followed by China, US Brazil and Mexico. This might be also due to the liberalization of the sugar market that results in the abundance of cheap sugar that will steadily increase sugar-induced diseases and comorbidities like oral diseases, cardiovascular diseases, diabetes, and obesity-mediated cancers, which may gain a new and unprecedented momentum. We urgently need a new generation of sustainably produced and biologically active natural products for improved formulations of food and beverages. This is intended to contribute to the improvement of nutrition, health and human wellbeing. The current WHO (2015) recommendations which are to reduce the sugar content to 10% can be used as a guide. The largest share of the economic burden was, as it was predicted, in OECD countries, however emerging economies should address this challenge properly early on in national policies if they wish to avoid diseases and the prospect of increased cost burdens. Nowadays, non-communicable diseases have outgone infectious/communicable diseases in many African countries placing an immense financial burden at these emerging economies.

In order to prevent this aberration in those countries, efforts in education of children and adults to use traditional diets over highly processed foods and drinks must have parallel strong activity of policy makers and health professionals to promote public regulation and market intervention such as taxation, pricing, ban, and restriction of advertising sugar-rich foodstuffs. Stevia cultivation will prevent later cost-expenditures of their healthcare system through farmers in developing countries. The efforts made in Ruanda to promote Stevia farming should be highlighted at this place.

Since the approval of steviol glycosides in the EU in 2011, some products have come on the market, but the number is still very manageable. A remarkable breakthrough of the sweetener in the food market has not yet achieved. However, recent investigations showed that steviosides in addition to its sweetness have antioxidant activity, antibacterial, anticancer, neuroprotective and immune-modulatory activity. Thus, new scientific data support the assumption that steviol glycosides may have important health promoting activities.

# What will be the objectives of Stevia Tasteful 2019?

- To highlight recent advances and scientific researches on Stevia and Stevia related products
- To discuss about the impact of formulation on Stevia taste and after-taste
- To present new innovations to reduce Stevia After Taste in finish products
- To present the latest regulations
- To show the latest marketing tools used to present Stevia and persuade consumers to use it

# Stevia Tasteful 2019 Round Table discussion

To facilitate the discussion between attendees and make the convention more interactive, the scientific committee has decided to include a round table discussion that address hot topics, challenges and pressing questions related to various areas of **Stevia research and practical applications in food and beverages.** 

- Where are we now and what are the prospects?
- What is assured knowledge and what are the gaps?

All participants are invited to participate in these discussions by sending their questions and thoughts before the meeting by **September 30**, **2019**.

### Stevia Tasteful Awards 2019

At the end of the conference, the attendees will be invited to taste and judge some Stevia Finish Products and Stevia Extracts in order to discerne the Stevia Tasteful Awards 2019. Two categories will be awarded:

- Stevia Tasteful Award Finish Product Category
- Stevia Tasteful Award Extract Category

We look forward to welcoming you in Amsterdam in October 2019.

# Prof. Gerd Birkenmeier

President of WSO University of Leipzig, Germany





Stevia

Convention

World

# World Convention on Stevia

# Stevia Tasteful 2019: The Subtle Balance

Science, Formulation & Exhibition

24-25 October, 2019 - Mövenpick Hotel Amsterdam City Centre, Netherlands

# #FridayForStevia

Join the movement

The WSO wish to alert the public about the harmful effect of excessive consumption of sugar directly and indirectly in our daily food and beverages through a <u>SUGAR FREE FRIDAY</u>.

# World Stevia Organization



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# STEVIA TASTEFUL SESSIONS

- Recent Advances on Stevia Sciences
- Fast Food Control of Stevia Products
- Stevia in Practice Innovations & Biotechnologies
- Stevia Cultivation, Breading Strategies & Hot Topics

# **WSO Awards**

Submit your product and extract for the WSO Best Stevia Product/Taste of the Year





WSO Best Stevia Extract Award WSO Best Stevia Product Award

**Golden Sponsors** 





# STEVIA 2019 CONFIRMED SPEAKERS



Sugar: Devil or savior - looking behind the scene

Gerd Birkenmeier,

President of WSO, University of Leipzig, Germany



Are We Getting Legitimate Knowledge, Guidance, and Awareness on Stevia from Approval Agencies?

Sai Prakash Chaturvedula, Wisdom Natural Brands USA



Fast food control of stevia products including in-situ effect-directed evaluation

Gertrud Morlock,

Justus Liebig University Giessen, Germany



From Functional Genomics to Biotechnology in Stevia

Reduced Sugar Consumption: Recent Advances and

In-Cheol Jang,

Perspectives



Temasek Life Sciences Laboratory, National University of Singapore, Singapore

Andress Blackwell, Swerve LLC, USA



Stevia Analysis and characterization: Recent advances and strategies

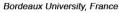
Benno Zimmermann,

University of Bonn, Germany



Towards genetic dissection of SG Yield traits in a F1 stevia rebaudiana population to enhance genetic improvement

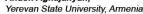
Valerie Schurdi-Levraud,





Hydroponic Stevia Rebaudiana as an alternative path of cultivation: Novel Antibacterial Properties

Anush Aghajanyan,





Stevia Cultivation, Breading strategies & Hot Topics



Bolu Abant Izzet Baysal University, Turkey



Effects of centrifugal force on the phenolic content and antioxidant activity of fresh stevia leaves

Ursula Zoua,

Akdenik university, Turkey



Incorporation of Stevia into Stingless Bee Honey via Natural Pollination

Fauziah Tufail,

University of Malaysia Terengganu, Malaysia

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# 9th WSO World Congress on Stevia Tasteful 2019

Science, Formulation & Strategies
Food & Beverages Formulation: The Subtle Balance

October 24-25, 2019 - Mövenpick Hotel Amsterdam City Centre, Amsterdam, Netherlands

# **Agenda**

Day 1 - October 24, 2019

08:00	Welcoming & Registration of Attendees
08:55	Opening of the 9th WSO World Congress on Stevia Tasteful
	Session 1: Recent advances on Stevia sciences
	Chair: Gerd Birkenmeier
09:00	Sugar: Devil or Saviour - looking behind the scene Gerd Birkenmeier, President of WSO, University of Leipzig, Germany
09:30	Effects of Stevia on Gut Microbiota  Eric Edward, WSO, Japan
10:00	Towards genetic dissection of SG Yield traits in a F1 Stevia Rebaudiana population to enhance genetic improvement Valerie Schurdi-Levraud, Bordeaux University, France
	10:30 Coffee Break & Posters and Exhibition
	Session 2: Fast Food Control of Stevia Products
	Chair: Gertrud Morlock
11:00	Fast food control of stevia products including in-situ effect-directed evaluation  Gertrud Morlock, Justus Liebig University Giessen, Germany
11:30	Stevia Analysis and characterization: Recent advances and strategies Benno Zimmermann, University of Bonn, Germany
12:00	Hydroponic Stevia Rebaudiana as an alternative path of cultivation: Novel Antibacterial Properties  Anush Aghajanyan, Yerevan State University, Armenia
	Short oral presentations (7 minutes for presentation + 3 min for questions)
	Utilizing Selection, Genetics and Genomics to Improve and Understand Synthesis of Minor Steviol Glycosides  Ryan M. Warner, Michigan State University, USA

12:40 Lunch Break

# Session 3: Stevia in Practice - Innovations & Biotechnologies

Chair: Benno Zimmermann

14:00	From Functional Genomics to Biotechnology in Stevia
	In-Cheol Jang, Temasek Life Sciences Laboratory, National University of Singapore, Singapore

- 14:30 Effects of Centrifugal Force on the Phenolic Content and Antioxidant Activity of Fresh Stevia Leaves *Ursula Tania Zoua Assoumou*, Akdeniz University, Turkey
- 15:00 Incorporation of Stevia into Stingless Bee Honey via Natural Pollination Fauziah Tufail, University of Malaysia Terengganu, Malaysia

15:30 Coffee Break

# Sessions 4: Stevia Cultivation, Breading Strategies & Hot Topics

Chair: Buhara Yücesan

# 16:00 Stevia Cultivation, Breading Strategies: Recent advances & Perspectives Buhara Yücesan, Bolu Abant Izzet Baysal University, Turkey

# We will highlight the following topics:

- 1) What is the current status of Stevia agriculture in the world?
- 2) What is the best way of Stevia propagation and understanding its biology?
- 3) Which stevia plant is the best for your field?
- 4) What are the major problems of stevia farming?
- 17:00 Short oral presentations

Breeding and Sustainable in Vitro Propagation of Stevia Rebaudiana for High Quality of Leaf Production Kenan Turgut, Akdeniz University, Turkey

- 17:30 End of the first day
- 20:00 Stevia Tasteful 2019 Dinner

If you would like to participate, please register onlin.

# Stevia Tasteful 2019

# Day 2 - October 25, 2019

# 08:55 Opening of the second day

# Session 5: Stevia 2019 - Strategic Discussion

Chair: Sai Prakash Chaturvedula

09:00 Reduce Sugar Consumption: Recent Advances and Perspectives
Andress Blackwell, President, Swerve LLC, New Orleans USA

# 09:30 Rebaudioside M: The Rarest and Best part of The Stevia Leaf made at World Scale

J. Casey Lippmeier, Conagen, Inc., USA

10h - 11h Stevia Tasting Break

# Stevia Tasting

The Stevia Tasting allows all attendees to taste and discover the extracts and finish products with Stevia.

The sensory analysis of attendees will be appreciated such as general taste of the product, first impression taste, after taste, odor, appearance, and other organoleptic criteria.

Among the companies which will be presented:

- Wisdom Natural Brands, USA
- Sweegen, USA
- Stevialine, Germany

# 11:00 Are We Getting Legitimate Knowledge, Guidance, and Awareness on Stevia from Approval Agencies?

Sai Prakash Chaturvedula, Wisdom Natural Brands, USA

12:00 Discussion with attendees

12:30 Lunch Break

# 14:00 Discussion - Questions/Answers with Attendees and Speakers

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- Where are we now and what are the prospects?
- What is assured knowledge and what are the gaps?

All participants are invited to participate in these discussions by sending their questions and thoughts before the meeting by the **September 30, 2019**.

- 14:45 Conclusion of Stevia Tasteful 2019
- 15:00 Father of Stevia Award Ceremony
- 15:30 End of WSO 2019 Convention

15:30 Coffee Break & Networking