

# World Stevia Organization Stevia Tasteful 2019



**Science, Formulation & Strategies**

**Mövenpick Hotel Amsterdam City Centre**

**October 24 - 25, 2019 - Amsterdam, Netherlands**



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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 steviol glycosides 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 discern 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





# 9<sup>th</sup> 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 SUGAR FREE FRIDAY.

9th World Convention  
Stevia Tasteful 2019

#### World Stevia Organization Stevia Tasteful 2019



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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, Breeding 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

Sweeegen

SweetLeaf<sup>®</sup>  
Stevia Sweetener

#### 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*

**In-Cheol Jang,**  
Temasek Life Sciences Laboratory, National University of Singapore, Singapore



*Reduced Sugar Consumption: Recent Advances and Perspectives*

**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,**  
Bordeaux University, France



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

**Anush Aghajanyan,**  
Yerevan State University, Armenia



*Stevia Cultivation, Breeding strategies & Hot Topics*

**Buhara Yücesan,**  
Bolu Abant İzzet Baysal University, Turkey



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

**Ursula Zoua,**  
Akdeniz 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

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08:00 Welcoming & Registration of Attendees

08:55 Opening of the 9<sup>th</sup> 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, Breeding Strategies & Hot Topics

Chair: Buhara Yücesan

- 16:00 Stevia Cultivation, Breeding Strategies: Recent advances & Perspectives**  
*Buhara Yücesan, Bolu Abant İzzet 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 online.*

# Stevia Tasteful 2019

Day 2 – October 25, 2019

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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

To facilitate the discussion between attendees and make the convention more interactive, the scientific committee has decided to include a round table discussion that addresses 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 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