

Prof. Gerd Birkenmeier, current President of World Stevia Organization, provides 5 strategies to reduce the sugar intake and to promote the use of Stevia:

1. *Increasing the efforts in education of children and adults to use traditional diets over highly processed foods and drinks that parallels to the increase in obesity, diabetes, and other diet-related chronic diseases.*
2. *To influence policy makers and health professionals to promote public regulation and market intervention such as taxation, pricing, ban, and restriction of advertising.*
3. *To promote 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.*
4. *To support sustainable stevia production through responsible cultivation and ensuring accurate analytical methods for measuring the purity of stevia extracts.*
5. *To promote Stevia cultivation through farmers in developing countries to prevent later cost-expenditures of their healthcare system.*

All these strategies will be discussed during the 8th World Congress on Stevia which will be organized in Berlin, on June 4-5 2018.

For more information: www.wso-site.com