

Stevia: Supply and Demand Analysis of Reb-A

Reb-A (short for rebaudioside A, which is derived from the stevia plant) is a natural high-intensity sweetener. Although FDA banned stevia as a food ingredient in 1991, that status changed when Cargill's Truvia (a high-purity, concentrated form of Reb-A) received a "no objections" letter from FDA in 2008. Other companies have since applied for and received similar GRAS status for their Reb-A products.

There will be a race to get stevia-containing items to the shelf, especially beverages. Functional foods might be first to get a makeover: in addition to it being a no-calorie sweetener, proponents claim stevia is good for blood sugar regulation. In short order, mainstream product applications will surely follow.

Our study, *Stevia: Supply and Demand Analysis of Reb-A*, answers questions about stevia's key components, global production, major stevia refiners, stevia in the U.S. market, and more. Please contact us for more information.

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