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## **I-2 Distribution and Output of stevia in China 2009**

### **I-2.1 Stevia planting in China**

Nowadays, China is the biggest stevia planting country in the world. Stevia planting developed very fast in the past five years, with total planting area increasing from ■ hectares in 2005 to ■ hectares in 2009. China has four major stevia planting provinces in 2009, including ■, ■, ■ and ■. These four provinces have totally ■ hectares stevia planting areas, accounting for ■ % of China's total.

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## **II-2 Stevia sweetener production**

### **II-2.1 History of stevia sweetener industry**

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#### **- Expansion stage (2008- 2009)**

Some foreign investors entered China's stevia sweetener industry and paid much attention to high quality RA products and future commercial opportunity, mainly due to the following affairs:

- Jun. 2008: Joint FAO / WHO Expert Committee on Food Additives (JECFA) confirmed that stevia sweetener containing ■ % steviol glycosides is safe and allocated permanent Acceptable Daily Intake (ADI) of 0.00-4.00 mg/kg body weight.
- 17 Dec. 2008: the US government opened for use of high purity stevia sweetener (≥RA 95%) as an ingredient in food and beverage.
- Approvals subsequently granted in Switzerland, Australia, New Zealand, Russia and France.

### **II-2.2 Production development**

China, with total stevia sweetener market value of USD ■ million in 2009, has become the largest stevia sweetener production base in the world. With increasing overseas demand, China's stevia sweetener output has jumped from ■ tonnes in 2006 to ■ tonnes in 2009, with CAGR of ■ %.

Boosted by higher customer requirement and technology innovation, quality of China's stevia sweetener has improved in the past few years. More and more stevia sweetener producers pay much attention to high purity stevia sweetener such as RA 80%, RA 90% and RA 95% to obtain higher profit.

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Only [redacted] stevia sweetener producers in China engage in non-bitter stevioside business, including [redacted], [redacted] and [redacted]. Owing to low steviol glycoside content and low RA purity, non-bitter stevioside is sold at lower price compared with stevioside with steviol glycoside content higher than 90%.

Table II-2.4.3 Quotation of non-bitter stevioside, 2006-2009, USD/kg

No.	Producer	2006	2007	2009
1	[redacted]	[redacted]	[redacted]	[redacted]
2	[redacted]	[redacted]	[redacted]	[redacted]
3	[redacted]	[redacted]	[redacted]	[redacted]
4	[redacted]	[redacted]	[redacted]	[redacted]
5	[redacted]	[redacted]	[redacted]	[redacted]
6	[redacted]	[redacted]	[redacted]	[redacted]

Source: CCM International

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### II-3 Consumption and end-use segments

China is one of the emerging but not the most important market for stevia sweetener consumption in the world, with total demand of around [redacted] tonnes in 2009. Similar with other key consumption countries, beverage and food industry are the most important downstream industries of stevia sweetener in China.