

International **S**ociety of **A**ntioxidants in **N**utrition & **H**ealth

Malta Sugar & Salt Reduction Strategies 2010



Report of the Conference

**October 28-29, 2010,
Radisson SAS Hotel, Saint Julian, Malta**



www.sugar-salt-strategy.com

Dear Colleagues,

The 1st edition of **Malta Sugar & Salt Reduction Strategies**, which was held in Malta in October 28, 29 2010, was a big success.

The conference was inaugurated by **Mrs Camilla Sandvik**, from the European Commission, Directorate General Health & Consumer. She highlighted the importance of the European Commission to reduce the incidence of many chronicle diseases prevention by various actions, and Malta Stevia Conference is one on them.

During the first part of the conference, all attendees had the opportunity to encounter scientists and industrials working on strategies to reduce sugar, by using Stevia for instance.

Among participants and speakers were present: **Pr Jan Geuns**, from Leuven University, Belgium and President of Eustas, but also **Mr Angus Flood** and **Mr Jim May**, from Sweetleaf, USA.

Other academic speakers coming from University of Munchen, University of Berlin attended the conference with a lot of Industrials from Frutelia, Pure Circle, Coca-Cola, Celabor, Tropenfrucht, Bayn...

In the second part of the conference, **Mrs Katherine Jenner**, from CASH (Consensus Action on Salt & Health) highlighted strategies in England to diminish salt for health.

Sweetleaf and Naturex Awarded

At the end of the conference, the Scientific Committee of Malta Sugar & Salt Reduction Strategies awarded **Naturex** for their innovative product, Talin[®], and **Sweetleaf** for the Stevia Award 2010.

For more information about these two awards, [please click here](#).



Mrs Justine Lord, Talin[®] Manager, England
Mr Angus Flood, Sweetleaf CEO, USA

From Left to Right:

Mr Angus Flood, Sweetleaf CEO, USA
Mr Jim May, Sweetleaf Honorary President, USA
Pr Marvin Edeas, Chairman of Malta
Strategies Conferences 2010, France



World Stevia Organisation

The Organizing and Scientific Committees of Malta Strategic Conferences and the Second World Congress on Stevia & Stevia Growing decided to set up the **World Stevia Organization (WSO)**.

Why WSO?

Unlike several specialist interest Stevia groups which in reality represent one part of the supply chain, the WSO will embrace and represent: agriculture, manufacturing at every stage of production, F&B companies, regulators, consumers, practitioners, media and all who have an interest in the promotion of Stevia. Representation and the voting system will truly democratic ie one member one vote and membership costs will be fair and non-exclusive. Several leading Stevia companies have already joined the WSO from many countries, Japan, Mexico, France, Italy, India, USA...

For more information: www.stevia-site.com

Pictures of Malta Sugar & Salt Reduction Strategies 2010



From Left to Right:

Mr Jim May, Sweetleaf Honorary President, USA

Pr Jan Geuns, University of Leuven, Belgium

Mr Angus Flood, Sweetleaf CEO, USA

From Left to Right:

Mr Jean-Pierre Lorphelin, Cap Bleu
Communication, France

Mr Desiderio Furlan, Nastevia, Italy

Mr Sourabh Agarwal, Indian Stevia
Association, India

Dr Renald Blundell, University of Malta,
Malta

Mr Jim May, Sweetleaf Honorary
President, USA

Pr Jan Geuns, University of Leuven,
Belgium



From Left to Right:

Pr Jan Geuns, University of Leuven,
Belgium

Pr Marvin Edeas, Chairman of Malta
Strategies Conferences 2010, France

Dr Renald Blundell, University of Malta,
Malta

Malta Sugar & Salt Reduction Strategies Abstracts Book

If you cannot attend the Malta Sugar & Salt Reduction Strategies Conference, you can order the abstract book.

Please [click here](#) to access to the index of the abstracts book.

Please [click here](#) to access to the order form of the abstracts book.

For more information about Malta Sugar & Salt Reduction Strategies, please visit www.stevia-site.com