

Stevia

A SWEET HERB



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STEVIA IS VIRTUALLY CALORIE-FREE & HUNDREDS OF TIMES SWEETER THAN TABLE SUGAR



Stevia is a genus of about 240 species of herbs and shrubs in the sunflower family (Asteraceae), native to subtropical and tropical South America and Central America. The species *Stevia rebaudiana*, commonly known as sweet leaf, or simply stevia, is widely grown for its sweet leaves. As a sweetener and sugar substitute, stevia's taste has a slower onset and longer duration than that of sugar, although some of its extracts may have a bitter or licorice-like aftertaste at high concentrations.

With its extracts having up to 300 times the sweetness of sugar, stevia has garnered attention with the rise in demand for low-carbohydrate, low-sugar food alternatives. Medical research has also shown possible benefits of stevia in treating obesity and high blood pressure. Because stevia has a negligible effect on blood glucose, it is attractive as a natural sweetener to people on carbohydrate-controlled diets. However, health and political controversies have limited stevia's availability in many countries; for example, the United States banned it in the early 1990s unless labeled as a supplement. Stevia is widely used as a sweetener in Japan, and it is now available in INDIA as a dietary supplement

OUTLOOK FOR THE FUTURE

The growth rate for this intense sweetener is projected to be 2.7-2.9% over the next years. This will result in an intense sweeteners market in 2010 of about 95.00 - 100.00 tons. In the prediction for the year 2010 following assumption are made. Stevioside is not yet approved as a food additive in EU and USA. But in Japan stevioside is in use since more than 20 years. Stevioside will have a high demand because of its good stability and image as natural intense sweetener especially in Asia, may reaching 3200 tons of production. Stevioside will show this rate because of its heavy demand in Asia. Glycerine will not show any increase in sales. In the USA and EU stevioside could enter into the market after an expected approval which may happen 2010-2013. For example in Japan stevioside now has a market share of 25%. In case that in year 2015 stevioside will then gain a market share of about 10-15%. The sales volume in real tons would be 1.800-2.700 tons in EU. With approval from US FDA market scenario for Stevia looks very bullish. There are other natural sweeteners but are still far from the developmental stage. Hence in the years to come Stevia would monopolize the Natural intense sweetener market..

CULTIVATION COST

40,000 plants x @ Rs. 4.5 per plant (cost of plants including transportation)	= Rs. 1,80,000/-
Cost of 40,000 plants X @ Re. 1 per plant	= Rs. 40,000/-
Harvesting cost per year (4 crops)	= Rs. 16,000/-
Fertilizer cost per year (4 crops)	= Rs. 16,000/-
Maintenance cost	= Rs. 50,000/-
Administration expenses	= Rs. 18,000/-
Total	= Rs. 3, 20,000/-



REVENUE

(THROUGH 5 YEAR BUY BACK CONTRACT)

3,200 kg of leaves per acre/ per year 1. Acre = 3200 kg x Rs. 90 per kg	= Rs. 2 88,000/-
Less:- Recurring expenses per year	= Rs. 83,000/-
Net returns for first year	= Rs. 2, 05,000/-
2nd year Net revenue	= Rs. 2, 05,000/-
3rd year Net revenue	= Rs. 2, 05,000/-
4th year Net revenue	= Rs. 2, 05,000/-
5th year Net revenue	= Rs. 2, 05,000/-
5 years TOTAL REVENUE	= Rs.10, 25,000/-
Less:- Plantation cost	= Rs. 2, 20,000/-
Net revenue	= Rs. 8, 05,000/-



TOTAL INVESTMENT

Plants & planting cost	= 2,20,000/-
Recurring expenses First crop	= 30,000/-
Total	= 2, 50,000/-

Log in period 5 months and then income of Rs. 50,000/-
(Rs. 72,00 Sale Revenue per Crop – Rs. 22, 000/- recurring expenses of each crop) after every 3 months.



ADDITIONAL DETAILS:- 40, 000 PLANTS PER ACRE ARE PLANTED AT A SPACING OF 22 CM BETWEEN EACH PLANT & 45 CM BETWEEN EACH ROW HARVESTING EVERY 3 MONTHS I.E. 4 CROPS PER YEAR.
CROP DURATION – 5 YEARS

**100% BUY BACK AGREEMENT
FOR EVERY 5 YEAR GUARANTEED**

**FOR MORE AGRICULTURE PROJECTS
“FROM CONCEPT TO IMPLEMENTATION”**



62/1, Park Road, Laxman Chowk, Dehradun, Uttarakhand - 248001
Phone: +91 99176 39422, +91 135 6541647
Mail: agrowonders@yahoo.in
Web: www.agrowonders.info

