

FOR IMMEDIATE RELEASE

Sweet Green Fields: Excellent 2011 Stevia Crop Performance Leads to Breakthrough Pricing of High Purity 97% Reb-A

As a result of SGF's high Reb-A yields and continued success with its low cost agriculture program, the company can now pass significant savings to customers on high purity Reb-A

Bellingham, Wash. – August 16, 2011 - [Sweet Green Fields](#) (SGF), a leading producer of high purity stevia products, today announced breakthrough stevia crop performance resulting in world leading glycoside and [Rebaudioside-A](#) (Reb-A) yields and breakthrough pricing.

SGF is recognized for its extensive stevia plant breeding program and high yielding [Reb-A](#) plants – key drivers to a sustainable low cost supply chain in the stevia industry. In addition to leading glycoside levels, SGF growing practices maximize Reb-A biomass per acre. The combination of high glycoside levels and optimized bio-mass is essential to position Reb-A as the cost competitive, preferred all natural, zero calorie sweetener solution.



2011 SGF High Yield Stevia Crop in California

“Our latest results in stevia crop yield equates to lower overall supply chain cost and enables SGF to offer customers [lower cost on high purity Reb-A](#) products,” shared Dean Francis, Chief Executive Officer of SGF. “As anticipated by many customers, the pricing structure of Reb-A would become much more competitive to [alternative sweetener solutions](#) once the crop efficiency was developed; we have now achieved this efficiency, and it is great to be leading the way on this very important part of the supply chain.”

In addition, at this new lower cost and considering the high global price for sugar, there is a perfect opportunity for companies who consume large quantities of sugar to substantially reduce their overall sweetening cost through [blending sugar](#) with all natural, high purity, great tasting Reb-A. For example,

when blending 33% high purity Reb- A with sugar in a typical beverage application, the result is an approximate 20% overall cost reduction with no detectable taste difference.

“We are very excited about achieving this pricing milestone as it brings us closer to our mission of changing the way the world sweetens food and beverages, naturally™, by providing [sweetener solutions](#) that inspire happy, healthy living,” remarked Mike Quin, Senior Vice President of Sales & Marketing for SGF.

About Sweet Green Fields

Sweet Green Fields (SGF) is a leading producer of sweeteners derived from stevia including high-purity Rebaudioside-A (Reb-A). With a vertically integrated supply chain operating in three continents, SGF markets natural sweeteners globally to food and beverage companies. SGF also provides formulation assistance with its line of sweeteners. The company has formulated reduced sugar applications in beverages, dairy, baking, and confectionary. For more information visit www.sweetgreenfields.com.

About Rebaudioside-A (Reb-A)

Derived from the stevia plant, high purity Reb-A is the first all-natural, zero calorie high intensity sweetener that delivers on key food and beverage formulation metrics: heat stable, pH stable, low Glycemic index, zero calories, shelf stable, non GMO and cost competitive on a sweetening unit basis.

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