**Former VP of *Cargill* and *Truvia* joins the Board of Directors at *The Real Stevia Company***

*The Real Stevia Company* announces the strategic recruitment of **Zanna McFerson** to its Board of Directors. Formerly with Cargill and director for its TruviaTM sweetener business, The Real Stevia Company makes a vital move to further enhance its position as the sustainable stevia brand.

This comes at a time when the stevia market in Europe is in a growth phase after many years of early market penetration as the food and beverage industry gain knowledge and seek credibility from producers.

“*This is a major milestone for us* says **Carl Horn** Founder and Chairman of The Real Stevia Company in Stockholm. *Zanna was a leader in the sweetener industry and I´ve worked with her as an industry colleague for many years. I am thrilled to have recruited her to help forward the objectives of The Real Stevia Company in expanding the use of stevia in the food and beverage industry in a sustainable manner”.*

Finnish born Zanna McFerson, 48, worked in many roles at Cargill over a period spanning 20 years. In her final position at the company as a Business Director, she was responsible for the successful introduction of Truvia in US and Europe. Mrs McFerson directed a global team with resources across research and development, agronomy, supply chain, scientific and regulatory affairs, sales and marketing. She is now Chief Business Officer at **Amyris**, a leading American biotechnology company. Amyris is active in the development and commercialisation of [innovative](http://www.amyris.com/Innovation/237/Innovation) renewable products from its synthetic biology platform covering diverse business segments including fuels, cosmetics, flavors, fragrances and performance materials.

“*I look forward to once again being a part of the stevia industry which I had the great privilege to help build” says Zanna McFerson. ” I have always admired The Real Stevia Company for their relentless commitment to a sustainable business mindset* and care of all the stakeholders along the value chain.”

**The Real Stevia Company** grows, produces and supplies sustainably sourced, high quality stevia leaves and extracts from [Paraguay](http://country.paraguay.com/) & China to the food & beverage industry in Europe and abroad.

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