

# The Chuck Hughes Microcap Report



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## **The Revolution in Stevia Sweetener Explodes!**

# ***\$50 Billion Sugar Industry Under Fire as Major Food Companies Race to Capture Stevia Sweetener Market Share!***

*An Exclusive Chuck Hughes Investor Report*

Now approved in both U.S. and European markets, stevia market share in the sweetening industry is forecast to explode past \$10 billion.



***Food and beverage giants spring to market with stevia-sweetened products!***

***Coke® and Pepsi®***





**take commanding first lead with dozens of new product introductions.**

**Overall, thousands of stevia-sweetened products are expected to hit market in the next year or two.**

Fortunes will be made as consumer demand for all-natural, zero calorie stevia-sweetened products skyrockets worldwide! *Coke® knows this... Pepsi® knows this... as do dozens more food and beverage giants!*

Now what you need to know is *where to profit from this booming market!*

*U.S. stevia grower, **Stevia First Inc. (STVF)** is my current top pick to capture early entry profits!*

***I believe that STVF could pay 12-to-1 this year, propelling \$2,500 to over \$30,000!***

***My advice: Get in now; this is huge!***

To My Fellow Investor:

By this time next year, stevia sweetener could be on record as the biggest money-making commodity in decades.

Dozens of global giants like Coca Cola, PepsiCo, Kraft, Nestle have released hundreds of new stevia sweetened products... and are on track to release thousands more.

There's just one big issue... Projected demand for stevia leaf could outstrip current production as much as 20 to 1!

The time to make money on this is right now.

I'm recommending that any investor who is

watching this market for a home run opportunity needs to load up on Stevia First Inc. (STVF) immediately.

***STVF carries explosive profit potential in 2012!***

**A Very Sweet Profit Opportunity**



**Company: Stevia First Inc.**

Stevia First Inc. is establishing stevia leaf production operations and is planning to become America's premier supplier of stevia leaf to the food and beverage industry.

*In the coming year, I anticipate that the growth in demand for stevia sweetener could propel STVF shares from today's around \$1.00 entry point to \$12.00 or higher.*

*Your shares in STVF could soar 1,000% and up!*

As a ground floor investor, you stand to make a fortune as profits from stevia production accelerate. Now that both U.S. and European regulators have approved the use of stevia sweetener, demand for stevia leaf is skyrocketing.

Early data suggest that stevia will become the fastest growing agricultural commodity in modern times. Investors on the supply side could turn this to fortunes if they move in now.

**OTCBB Symbol:** STVF  
**Recommendation:** **BUY NOW!**  
**Entry Point:** Up to \$3.00  
**Conservative Profit Strategy:**  
Sell half at \$6.00, Hold  
balance to \$12.00+  
**Aggressive Profit Strategy:**  
Hold to \$12.00 or higher



Click to View Stevia First Inc. Video

## **STEVIA QUICK FACTS:**

- ✓ The sweetener refined from stevia leaf is up to 300-times sweeter than ordinary sugar.
- ✓ Stevia is an all-natural product.
- ✓ Stevia sweetener has zero calories and does not impose a glycemic load on the body.
- ✓ Stevia sweetener is safe for use by diabetics, one of the most

- ✓ problematic diseases in the world today.
- ✓ Stevia sweetener does not promote dental decay or disease.
- ✓ In established markets, consumer demand for stevia is enormous. In Japan, stevia holds over 40% of the sweetener market.
- ✓ **Bonus Fact:** Stevia leaf is becoming so valuable that South American marijuana growers are being encouraged to shift their production focus from hemp to stevia!

In the United States, stevia has already made enormous strides in consumer products.

Last year, Nielson reported that sales in Cargill's Truvia branded stevia shot up nearly 50%, displacing Sweet-N-Low to become America's #2 product in the \$2 billion sugar substitute market.

And that's just in those little packets that consumers add to their coffee and tea!

## *A "game changer" in the food and beverage industry!*



Coca Cola partners with Cargill to produce branded stevia sweetener, Truvia. Newly released ads focus on key stevia benefits, good taste, zero calories, guilt-free indulgence. In just three years, stevia sweetener has achieved 62% consumer awareness in the US.

Any food or beverage product that uses sugar, corn syrup, aspartame, or sucralose as a sweetener is a candidate for stevia.

The revolution is underway...

*Coca Cola breaks in with proprietary stevia branding and 21 new patents!*

*PepsiCo sees explosive demand! Trop50 fruit drink posts 50% quarter-over-quarter sales growth in its stevia sweetened brand!*

Many analysts project that 2012 will be the breakout year for stevia products.

The catalyst for explosive stevia sales came following approvals by the U.S. Food & Drug Administration and European Union regulatory agencies for food and beverage companies to begin using stevia sweetener in their products.

The only thing that could be holding back stevia sales now is the global supply of stevia leaf!

That's where Stevia First Inc. (STVF) steps in with what could become the first vertically integrated cultivation and supply corporation in the United States.

Stevia First Inc. (STVF) is out of the gate with no one in the lead. For investors... this is an ideal entry point for outsized profits!

**STVF now trades around \$1.00. Within a year it could pass \$12.00! The growth opportunity in STVF is simply enormous**

and it's at your fingers right now!

## **Demand for stevia has already skyrocketed!**

Analysts are projecting that within two to three years, the market share for stevia sweetener could soar to 25% of the \$50 billion global market for sweeteners!

Believe me, you'll want to be well invested in Stevia First Inc. (STVF) to see the profit potential in this market.

Hundreds of newly branded products will hit the U.S. market alone, and not just from the big name brands.

Lesser-known brands have been moving aggressively to carve a position in stevia-sweetened products. Too many to list here, but with one certain outcome:



## ***Soaring demand for stevia in U.S. and European markets could overwhelm current stevia production capacity!***

Today, only 79,000 acres of stevia are in cultivation worldwide... and 80% of that is in China!

The world needs more stevia and American agricultural expertise will rise to meet that need.

Stevia First Inc. (STVF) is moving aggressively to capitalize on this enormous opportunity.

Stevia First Inc. reports that it *“plans to establish a first of kind vertically integrated stevia enterprise in California’s Central Valley that capitalizes on the region’s agrobusiness agricultural infrastructure to become California’s*

*major producer of stevia. That will include stevia tissue culture, laboratory propagation, farming, and cultivation of stevia leaf.”*

Stevia First Inc. can be the first... and that means soaring profit potential for shareholders who get in on this now.

I'm recommending an aggressive buy on STVF: By the end of this year, I believe STVF could be selling over \$12/share! If I'm right... ***That's 1,200% growth on a stock around \$1.00 right now!***

***Just 1,500 shares of STVF could earn \$20,625 profit for you this year!***

***5,000 shares could rack up a \$68,750 profit!***

## ***Outrageous? Don't be caught***

***on the sidelines this time!***

***The world can't meet new demand for stevia, not in quantity nor quality.***

***When the U.S. steps in, it can trigger an explosion in stevia sales... and Stevia First Inc. (STVF) intends to be number one!***

Supply is the one key restraint that severely limits stevia's near term growth potential.

Major end users, like Coke®, Pepsi®, etc. are scouring the globe for dedicated, dependable stevia leaf suppliers.

Until now, China has accounted for 80% of the global supply for stevia leaf, but experts report that even if the Chinese could grow enough stevia, the quality is inconsistent and not suitable for major brands to depend upon.

The race is on to lock down stevia supplies that meet the stringent requirements of companies like Coca Cola, PepsiCo, Nestle, etc.

Third world sources, Thailand, Vietnam, parts of South America, all have seen significant growth in stevia production, but not nearly enough to meet projected demand in the years to come.

***The world's leading supplier of refined stevia sweetener desperately seeks dependable stevia leaf supplies.***

**1,500% sales growth by 2015!**

Now that stevia sweetener has been approved for use in both the U.S. and Europe, projections for stevia sales has been skyrocketing.

Industry analysts expect breakout growth in 2012 following sales of \$670 million in 2010.

By 2015, the World Health Organization, which too is monitoring the burgeoning stevia market, expects stevia sales to grow to \$10 billion by 2015!

**Stevia has helped energize the sugar substitute business.**

***"It's on fire... a very fertile area for growth."***

— Paul Block, Merisant chief executive



**Authorities Praise Stevia's Health Benefits!**

**Unlike sugar, stevia is actually good for you!**  
**WebMD says of stevia:**

*"Stevia is used as a weight loss aid; for treating diabetes, high blood pressure and heartburn; for lowering uric acid levels; and for increasing the strength of the muscle contractions that pump blood from the heart."*



**When you see that STVF could soar from a \$45MM market cap to over \$540MM market cap... you'll see STVF shareholders taking home a fortune in profits!**

Stevia First Inc. focuses its efforts exclusively in central California, the most productive non-tropical agricultural region in North America.

**“WE KNOW STEVIA IS THE NEXT GENERATION OF MASS-MARKETED SWEETENERS IN THIS COUNTRY.”**

— J. Betts, Brand Director for Stevia Sweetener, PureVia (PepsiCo)

- ▶ Stevia is displacing artificial sweeteners; projected to penetrate 20% to 25% of the global sugar and sweetener market.
- ▶ Companies producing artificial sweeteners are now creating their own brands of stevia, e.g., makers of Equal now produce PureVia, a stevia sweetener.
- ▶ Truvia (Coca Cola), a two-year old natural stevia sweetener, recently surpassed Sweet N Low to become the #2 sugar substitute in the U.S. and is now in more than five million US households.
- ▶ A whopping 62% of American consumers are now aware of stevia sweetener. In France, over 40% of consumers are aware of stevia sweetener. In Japan, stevia sweetener has already passed 50% market share!

Exponential growth in stevia sales can propel STVF to stratospheric gains!

If you get in now, you'll be setting yourself up to profit from the fastest growing agricultural commodity in modern times.

Stevia First Inc. is planting stevia on American soil and anyone who gets in on this now is set to make a fortune.

## **Coca Cola cheats the starting gun!**

***Introduces stevia-sweetener before FDA approval!***  
**December 15, 2008**

The Wall Street Journal is reporting today that Coca-Cola plans to launch a calorie-free, stevia-sweetened drink this week. Why is that news? Because stevia has never been approved by the U.S. Food and Drug Administration, which has kept stevia off the list of approved food and beverage ingredients for well over a decade (to protect aspartame profits, critics charge).

Following recent U.S. and European regulatory approvals, worldwide demand for all-natural, zero calorie stevia sweetener has skyrocketed.

Food and beverage companies, most notably Pepsi® and Coke®, are scrambling to meet the demand.

- ▶ One year after FDA approval, stevia's share of sales in US surpassed both saccharine and aspartame, the world's most widely used artificial sweetener.
- ▶ From mid-2009 to mid-2010, new product launches using stevia extracts increased by 200%, with products launched in 35 countries.
- ▶ Stevia saw a 27% increase in worldwide volume sales in 2010 over 2009.
- ▶ 301 food and beverage products with high-purity stevia launched in the US from Q1 2010 to Q1 2011, a 23% increase.

Few opportunities come along that carry this much profit potential. If you get in now, the money that could be made is fantastic!

## The \$50 billion global sugar industry up for grabs

Stevia could be the fastest growing agricultural product in modern times... and the big losers (if they don't move quickly) will be the sugar and artificial sweetener markets.

The world's entrenched sweetening industries face massive losses. *\$50 Billion international sugar trade at stake! 20% market share shift forecast to stevia Artificial sweetener market faces collapse! Stevia sweetener already #2 in America!*

Global sugar giants make strategic moves to capture soaring stevia demand...

- Domino Sugar enters stevia market in joint venture with WILD Flavors GmbH (Germany) and Sunwin International (China).



- Imperial Sugar



The maker of **Truvia** brand of stevia says there are hundreds of new Truvia-sweetened products in the works. Tillamook, a dairy-farm cooperative based in Tillamook, Ore., is launching a Truvia-sweetened "light" yogurt in January with a "naturally sweetened" product labeling.



## Stevia Sales SOARING!

FDA approval triggers explosive demand for stevia sweetener!  
Stevia First Inc. (STVF) on track to become a leading supplier of high grade stevia leaf!

\$12.5  
Billion



enters stevia market with PureCircle Limited; Launches Natural Sweet Ventures



Since December 2008, following FDA approval, the stevia market has erupted. By mid-July 2009, stevia sales soared five-fold to \$95 million. Analysts predicted the stevia market would skyrocket more than twenty-fold, surpassing \$2 billion by early 2012.

*“The FDA’s approval of stevia in food and drink opened the door for this market’s explosion,” states David Browne, senior analyst at Mintel. “New product activity has accelerated in recent years, and since most categories with stevia applications remain untapped, we expect many more stevia-infused product introductions in the next few years.”*

## Stevia Growth Timeline

- ▶ 1970s — Japan begins stevia use for **127 Million Consumers** Diet Coke® launched with stevia sweetening. Stevia now holds a 40%+ market share in Japan.
- ▶ 2008 — FDA approves stevia for use in foods and beverages sold in the United States. **270 Million New Consumers**
- ▶ Pepsi launches stevia sweetened products, under its SoBe Life and Tropicana brands
- ▶ In the first eight months of 2009, Mintel’s Global New Products Database (GNPD) monitored the launch of more than 110 US food, drink and healthcare products made with stevia.
- ▶ 2009 — France approves stevia use **64.8 Million New Consumers**
- ▶ 2011 — European-wide approval of stevia use opens **666 Million New Consumers** Coca Cola official reports that the company intends to roll out stevia-based products throughout Europe in 2012
- ▶ 2012 — Stevia sweetener moves to #2 position in U.S. sugar substitute market, achieves 62% consumer awareness.
- ▶ **2015 — Stevia sweetener projected to exceed \$10 billion global market**



What's next?

David Jago, director of innovation and insight at Mintel, told foodmanufacture.co.uk:

*"We'll see an explosion in new [stevia] product activity – there's no doubt about that. There are plenty of products out there in the pipeline just waiting to be launched.*

*"In the US it's become a \$500M market in only three years. That's pretty impressive,"*

*STVF has attracted serious market interest. But it's still early. If you can grab STVF shares at these ground-floor prices, I recommend you do so immediately!*

When the company went public, STVF began trading at under \$1.00 a share.

***My advice: Buy STVF right now!***

**In the coming months, I fully expect STVF to gain traction and take off for what could be a \$12.00 price target within a year.**

I can only guess why shares are still trading around a buck. I don't see how STVF can stay bound in this price range much longer.

Longer term, you could expect STVF shares to blossom to quadruple-digit gains as the company pursues its goal of becoming a leading supplier of stevia worldwide.

To Your Success,



Chuck Hughes  
Editor, Microcap Profit Alert Report

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**Here's how you can get my best profit-making secrets, just by following the link below!**

Over the past four years you have seen unprecedented financial turmoil that has made it all but impossible for the individual investor to achieve a consistent return on investment.

Let me assure you, there are steps you can take right now to change all that.

**In the last four years, my strategies produced profits from 95.3% of the trades I took... yielding an astonishing \$4.4 million profit!**

***I want to share these with you right now.***

My strategies are not rocket science... they're down-to-earth investment rules that you can follow for stunning gains, no matter how crazy the market becomes.

***Follow the link below to get started!  
This is proven successful information  
you can use immediately!***

Despite all the difficult market conditions over the last four years, my time-tested *Volatility and Trade Selection Strategies* produced \$4.4 million in actual profits.

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**Learn how my secrets produced \$4.4 million in actual profits over past 4 years and how you can use them in your investing as well!**

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