

Introduction: A Historical Perspective on the Development of Stevia as a Sweetener



Co-Chair: Keith T. Ayoob, EdD, RD, FADA

Albert Einstein College of Medicine, Bronx, NY

Keith-Thomas Ayoob is an Associate Clinical Professor at the Albert Einstein College of Medicine in New York City where he has maintained a clinical practice for over 30 years, specializing in obesity, child nutrition, and family dynamics. Dr. Ayoob helped formulate a highly regarded global nutrition policy for the Walt Disney Corporation in 2006 and updated those landmark guidelines in 2012. These guidelines were widely acclaimed and were endorsed by the White House and former First Lady Michelle Obama. Dr. Ayoob sits on a number of advisory boards, including the Academic Advisory Board of the Children's Advertising Review Unit of the National Advertising Review Council. Dr. Ayoob chairs the Scientific Advisory Board for NuVal, a nutrition profiling system and consumer education tool, which he also helped develop, and which is now in over 1500 supermarkets across the US. Dr. Ayoob received his doctorate degree from Columbia University's Teachers College, his Master's from the Columbia University College of Physicians and Surgeons, and he did his undergraduate work at the University of California at Davis. He divides his time between New York City and San Francisco.

Conclusion: Summary and Consumer and Stevia Market insights



Chair: Priscilla Samuel, PhD.

Director, Global Stevia Institute, Chicago, IL

Dr. Priscilla Samuel serves as the Head and Director of the Global Stevia Institute (GSI). Dr. Samuel has about 25 years of nutrition leadership experience across academia and the food industry, providing technical and strategic leadership on global nutrition, science education, clinical and pre-clinical research, innovation & product development, and science & regulatory affairs. She has collaborated with academic experts in several countries, has extensively presented at and chaired many symposia at scientific conferences, and has numerous publications. Her research areas have included; sweeteners & rare sugar metabolism, gut health, dietary fibers, appetite control & weight management, cholesterol lowering & cardiovascular disease, cognition, nutrient density, sodium & hypertension, infant nutrition and mineral metabolism. Among others, she is a member of the American Society for Nutrition. Dr. Samuel earned a Ph.D. in Human Nutrition with minors in both Business as well as Public Health from the University of Tennessee-Knoxville, a Master of Science in Human Nutrition from the University of North Carolina-Greensboro, and a Bachelor of Science in Nutrition & Dietetics as well as Child Development from Bangalore University-India.