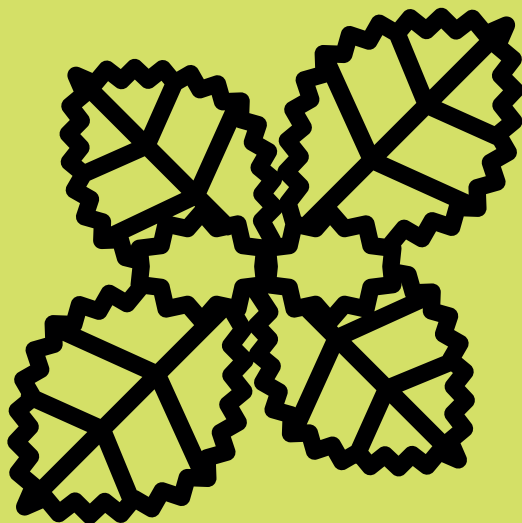


COOPERATIVE  
**STEVIA HELLAS**



**ADDRESS/COUNTRY**

6th Klm N.R. Lamias Karpenisiou, 35100,  
Lamia, GREECE

**LEGAL  
ORGANISATIONAL  
FORM**

Agricultural cooperative

**WEBSITE LINK**

[www.steviahellas.coop](http://www.steviahellas.coop)

**CONTACTS**

Phone: +30 22310 54040

E-mail: Christos Stamatias [info@stevianet.gr](mailto:info@stevianet.gr)

**VIDEO, PPT, OTHER**

*interactive materials to present the coop*

Stevia Hellas Coop- Inspiration short video

[https://www.youtube.com/  
watch?v=ewA4zXAU8u4](https://www.youtube.com/watch?v=ewA4zXAU8u4) (English language)

Stevia Hellas Cooperative | We cultivate  
locally - We serve Globally

[https://www.youtube.com/  
watch?v=xFMTxKZbtqA](https://www.youtube.com/watch?v=xFMTxKZbtqA) (English language)

SHC Corporate Presentation

SHC Sustainability Plan 2030

**YEAR OF CREATION**

2011

**DESCRIPTION/MAIN ACTIVITIES**

Stevia Hellas Coop is Europe's leading large-scale stevia cultivator providing the world with top-quality & taste stevia products. It is a multi-award winning, innovative agricultural cooperative based in Central Greece.

Stevia Hellas Coop was established in 2011 and now consists of a team of 50 cultivators, management and sales representatives and highly-trained agronomists. Stevia's members share the passion for sustainable agriculture and healthy nutrition providing it to the world through its products.

The product range consists of i) Stevia leaves, ii) Pure stevia and iii) Crystal stevia. The Cooperative occupies 7 full time employees.

**MAIN STAKEHOLDERS***member, clients, producers***Members**

50 Coop members which are also our cultivators. They cultivate in Central Greece and we sell our final products nationally and worldwide.

**Main Customers**

SHC's main customer segments consist of industries, distributors & super markets. The Cooperative serves around 60% of the Greek Food & Beverage Industry, with clients being big players in Greece (Green Cola, Vivartia, Olympos, Kri-Kri, Nectar), while they also supply some considerable industries abroad. Our products can be found in some of Greece's most well-known super markets and e-shops, while we have strong synergies with distributors in Greece and abroad. In the Greek retail market SHC has a smaller market share - since the competition of the shelf price is really tough - and estimated to be 18%.

SHC share of exports is c. 38%, with main export countries being France, Germany and Belgium.

- » AB BASILOPOULOS (Super Market chain, Greece) - 27,2% of turnover share
- » Stevia Natura (Industry, subsidiary of CRISTALCO Group, France) – 19% of turnover share
- » TASSOPOULOS KANAVI G.P.(Exclusive distributor, Greece) – 16% of turnover share

- » • Green Cola Hellas (Industry, Greece) – 8,2% of turnover share
- » BETTERFOODS BV (Distributor, Germany) - 4% of turnover share
- » Main Suppliers:
- » Stevia Natura, Subsidiary of CRISTAL Co Group, France is supplying SHC with the final products of pure extract and crystal stevia based on the leaves we provide them with.
- » Sonocco, France, supplying SHC with packages (cans)
- » Greek Farmers, members of the Cooperative, supplying SHC (exclusively) with dried stevia leaves 40% of total annual supplies. Non-members (farm spots) will start supplying SHC in 2021.

#### **GEOGRAPHIC COVERAGE**

*1-service/goods production; 2-markets/consumers/beneficiaries*

- 1 Central Greece
- 2 Worldwide

#### **REVENUE**

Revenue 2019: 380.000 euro

**STRUCTURE/  
OWNERSHIP**

**OWNERSHIP STRUCTURE**

*who/how many: shareholders/owners/members/worker members/ donors, ...*

50 Cooperative Members and a Board of 6 plus a management team of 8 employees. There are also seasonal workers during harvesting

**VOTING PROCESS**

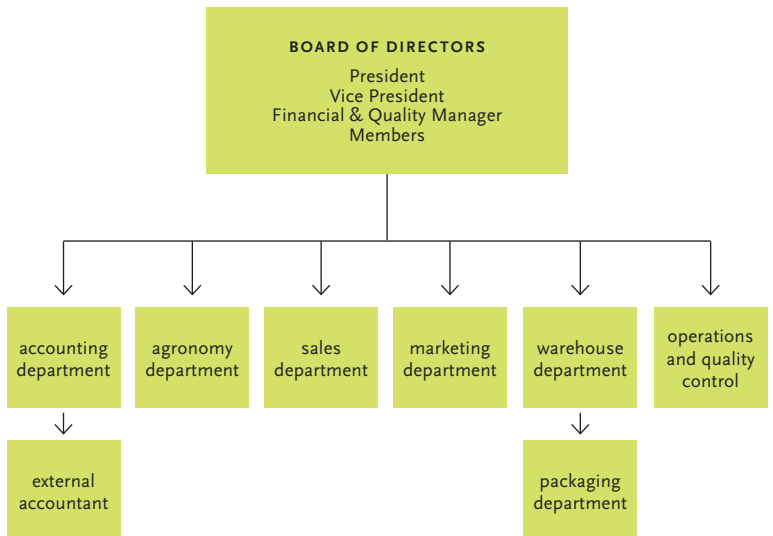
Every 4 years through general assembly procedure

**BENEFITS OF BEING MEMBERS**

- » Economic: secured sales + secured payment with a stable buying price
- » Quality Education: trainings on sustainable cultivation best practices
- » Improved Wellbeing of members, their families, the environment & our community

**GOVERNANCE  
AND MEMBERS  
PARTICIPATION**

**STRUCTURE/ORGANISATION CHART**



**COOPERATIVE  
PRINCIPLES  
BEST PRACTICES**

*Principles for which  
the coop represents  
a good practice*

**PRINCIPLE 1. VOLUNTARY & OPEN MEMBERSHIP**

The cooperative's composition is characterized by the following features:

- » 75% of Coop's staff & 30% of farmers are women. The vision is to maintain gender equality and continue promoting inclusion leaving no one behind;
- » The cooperative has the know-how of senior farmers and the technical expertise of younger ones
- » The management team consists of both highly experienced professionals along as junior ones with new, innovative ideas;

All these characteristics enrich the production processes, the product and business development with the end customers noticing these qualities.

**PRINCIPLE 5. EDUCATION, TRAINING AND INFORMATION**

**QUALITY EDUCATION FOR COOPERATIVE'S FARMERS:**

- » Quarterly Educational Farming Trainings
- » A great example is the "New Agriculture for a New Generation", a Food Business incubator and innovation Centre for agro-food businesses offering up-to-date training opportunities for stevia farmers. Rutgers University is leading this innovative multiyear program, in partnership with the Agricultural University of Athens and the American Farm School.
- » Farming Best Practices Programs are run since 2018 through the EU RurInno & RurAction Programs.
- » The Coop's farmers are being trained, supervised and consulted by a specialized team of agronomists in collaboration with the American Farm School of Thessaloniki.

**Action Plan:**

- » Provide up-to-date training and best practice guidance to farmers for a more sustainable food production with limited natural resources. Education goals will continue to be based on EU's Green Deal Best Practices towards a fully Sustainable Farming Plan.
- » Rainforest Training on Sustainable Agriculture, Biodiversity and Fair Trade production.
- » SHC has been approved and soon will initiate the Ministry of Agriculture - Measure 16 projects:
  - » "Guidelines for Sustainable agricultural practices in stevia cultivation "
  - » "Modern Drying Methods - minimizing energy costs - effective energy consumption"

## **QUALITY EDUCATION FOR OUR COMMUNITY:**

- » SHC is continuously initiating educational opportunities in the local community for farmers, citizens, community groups and commercial organizations. This is mainly done through interactive workshops, talks and seminars on topics related to the environment, the local entrepreneurship and sustainable farming best practices.
- » New Agriculture for the New Generation: A Food Business Incubator and Innovation Centre for farmers and agro-food businesses led by Rutgers University, American Farm School & the Agricultural University of Athens
- » Bridge Hub: SHC is the co-founder of the Bridge Hub initiative (<https://bridgehub.org/>) through which several women entrepreneur programs are conducted i.e.:
  - » CodeGirls annual workshops are conducted in which girls up to 16 years old are taught how to code
  - » Local Women Entrepreneurs Workshops providing the tools to women of our region to build their own SME

### **Action Plan:**

- » Continuously invest on educating local communities, particularly women & youth.
- » Within the second half of 2020, in collaboration with ALBA University, SHC will regionally run the “Venture Garden” entrepreneurship education program. The goal during this program is to offer our community the opportunity to get specialized top-notch education on topics like women entrepreneurship, business management & agricultural best practices, skills development and networking for women entrepreneurs, youth and farmers.

## **PRINCIPLE 6. COOPERATION AMONG COOPERATIVES**

Stevia Hellas Cooperative is a proud member of the International Cooperative Alliance, which unites, represents and serves cooperatives worldwide. SHC follows all 7 cooperative principles. The business scheme is based on a strong and transparent partnership among the farmers, the business teams and management. In addition, the cooperative continuously collaborates with fellow cooperatives, businesses, authorities and participate on several initiatives as it believes that through strong cooperation bonds and partnerships it is possible to move towards a more sustainable food production & trade system.

## **PRINCIPLE 7. CONCERN FOR COMMUNITY**

SHC has recently launched the “Sustainability for all” program based on our Sustainability Action Plan, which is part of the Cooperative’s transformation, which intends to accelerate its evolution through sustainable, profitable growth that delivers value to customers, farmers, shareholders, staff, communities and to the planet.

The cooperative strongly believes that responsible consumption and production is fundamental to a sustainable, viable and equitable future: it can only achieve this by increasing economic growth and people’s wellbeing, while reducing overconsumption of natural resources and restoring biodiversity.

A set of exciting initiatives is currently being developed with a focus on improving the wellbeing of people, communities and our planet.

Stevia Hellas Cooperative has a direct contribution in 15 out of 17 United Nations Sustainable Development Goals.

### **Enabling the cooperative’s Stakeholders’ contribution to Sustainability**

This plan was developed based on what the stakeholders have to say in regards to sustainability as well as risks and issues on which the cooperative can improve during the challenging times our planet and economy go through.