



317-566-9750 • Fax 317-566-9751
14390 Clay Terrace Blvd., Suite 205 • Carmel, IN 46032

March 6, 2023

Dear Bradley Arnold, Sumter County Administrator,

I'm pleased to share that Splenda® – and its parent company, Heartland Food Products Group – will soon announce the first-ever fully integrated U.S.-based stevia farm right here in Central Florida. Following Splenda's initial investment in the Lake Panasoffkee area, I am reaching out personally to leaders in the state and Sumter County community to share this news before the official public announcement this week.

Our decision to establish the Splenda Stevia Farm in Sumter County is part of our strategy to help bolster the American agricultural industry while helping decrease the environmental impact caused by current global supply chain operations associated with stevia. Until now, all stevia has been grown and processed in markets outside the U.S., mainly China, and requires a complex and heavy transportation infrastructure to bring to the U.S. market. By growing and producing stevia extract right here in Florida, we will eliminate the impact of transporting stevia from overseas. Our meaningful investment in the Splenda Stevia Farm represents our commitment to Made In America and minimize reliance on key ingredients that are currently only sourced from China. Our investment helps local farmers, the environment, and the overall economic prosperity of Central Florida.

At Splenda, our mission is to help people live happier, healthier, and longer lives by making it easier to reduce sugar – and delivering the best-tasting stevia through this fully integrated farm will make it easier for Americans to achieve this goal. We look forward to providing the American people with an environmentally friendly, Florida-grown product and serving as a community partner in the coming years.

If you are interested in learning more about our efforts, feel free to reach out with questions. Please note that this information is not public knowledge until 8:00am ET on Tuesday, March 7th.

All the best,

A handwritten signature in blue ink that reads "Ted Gelov".

Ted Gelov
Chairman & CEO of Heartland