



AIJN NEWSLETTER

December 2017



Juice CSR Platform

The 5th edition of the Juice Summit kick-started with the special CSR stream, organised by the Juice CSR Platform. And that pretty much set the tone for the following 2 days of exciting conference that gathered stakeholders from around the world. We heard from Fundecitrus about years of research and successful techniques for combatting the biggest modern threat to citrus crops – the greening. ITITropicals showcased a successful approach to long term collaboration with fruit processors. More companies decided to join the IDH Juice Covenant committing to sustainable sourcing by 2030. A speech about what organic production actually is, inspired all of us to seriously re-think our business models. Many consumer insights were shared with the audience which demonstrated how consumers are more and more demanding, but often also unaware of the true meaning of sustainability.



Members of this Platform will discuss various ideas gathered at the Juice Summit on the 8th of November, in the Platform plenary meeting in Düsseldorf. Action plans for the year 2018 will also be set in particular as to the work of the country-crop working groups (Brazil-orange, Poland-apple, Thailand-pineapple). Further communication outreach will be put high on the agenda, supporting and extending what has already been achieved through www.juicecsr.eu and the Platform [LinkedIn page](#), providing updates on Platform activities, showcasing good practices in the sector, and sharing news from all Platform members.





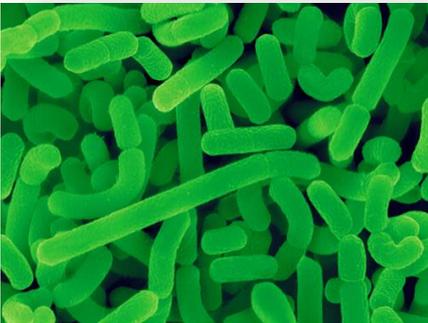
AIJN Code of Practice

Alicyclobacillus Incident Database (AID)

We are very pleased to announce that the AID database is ready for use.

If you are unfortunate to suffer an incident caused by, or you think may have been caused by, Alicyclobacillus then please take a few minutes to contact the AIJN. We will send you a simple form to complete and return. Your contact details will be removed then the anonymized data will be entered into the database.

Alicyclobacillus spp. are heat-resistant, acid-tolerant spore-forming bacteria that could survive in commercial pasteurized fruit juice and cause spoilage along with the production off-flavor, with or without visible sediment. Alicyclobacillus spp. poses a great challenge to fruit juice industry.



As the number of incidents builds up in the database, it will be subject to regular review. It is hoped that these reviews will be able to shed some light on the scale of the problem.

The more the database is used the more useful it will become, so please keep it in mind if Alicyclobacillus causes you a problem to contact Marta Sobieraj at aid@aijn.org.

SO₂ in organic grape juice - not allowed

The AIJN Code of Practice Experts confirmed, that in line with the existing legislation, grape juice labelled as organic product must not be produced by desulphurization of sulphitated grapes or sulphitated grape must.

22 global recognized experts with deep technical background in several areas

Code of Practice Expert Group welcomed four new members Simone Smith (Chelab), Carina Rock (LVA GmbH), Agnieszka Wandel (Agricultural and Food Quality Inspection) and Mikko Hofsommer (GfL).



Preparing for a bigger & better 2018

Fruit Juice Matters hosted a Summit exhibition booth, along with an afternoon of science, insights and programme success on day two.

Programme Director François Bauwens kicked off the FJM presentations, taking a look at new developments for next year, with particular emphasis upon changes to the way FJM creates content. The FJM Scientific Expert Panel will be playing more of a role in this, critiquing and translating the latest science to bring it to our audiences. They will work alongside their communities – of associations, local experts, etc. - to amplify our work with health and scientific professionals.

Through the launch of four new Expert Groups (focusing on science, nutritionists, medical community and digital marketing), experts from across Europe will come together to provide in-depth knowledge, industry insights and analysis, and co-create content. All of their input will feed directly into FJM activities, providing effective materials at EU and local levels.



November marks the launch of the Digital Marketing and Nutritionist Expert Groups. The Digital Marketing Expert Group kick-off meeting took place on the 16th of November. The meeting covered the state of digital marketing and the latest trends in Europe, and also looked at developing a prototype social media plan to roll out in target markets. This also was an opportunity for participants to assess how members of the Digital Marketing Expert Group can align with their counterparts in the other Expert Groups, and to outline deliverables for the next 12 months. Soon afterwards, the Nutritionist Expert Group Kick-Off Meeting was held; an opportunity to take stock of the EU landscape and plan impactful content for the year to come.





JUICE SUMMIT 2017

powered by AIJN, IFU, SGF

The 5th edition of the Juice Summit was again a resounding success with a record of attendees of 553 juice professionals from 48 different countries.

As in the previous editions, the summit started with two separate sessions on both technical issues and on sustainability followed by two days of conference which covered a wide variety of topics. We were fortunate to welcome renowned speakers from all around the world to share their expertise on our industry.

Make sure to save the dates for next year's Juice Summit in Antwerp: **17 – 18 October 2018**



The AIJN Team (from left) Jan Hermans, Marta Sobieraj, Charlotte Meuwis, Milica Jevtic, Tania Bain, François Bauwens

