



We are happy to present the March 2016 AIJN Newsletter! Please find below some useful information, meeting dates, as well as key events that the AIJN Secretariat Staff have attended.

NEWS

- The next General Assembly will be held in Madrid, Spain on 12-13 April 2016 at the Intercontinental Hotel. The address is Paseo de la Castellana 49, 28046 Madrid. A dinner will be organised from 20:00 on 12 April (place TBC) and the General Assembly will be from 09:00 - 13:00 on 13 April.
- After several years of gathering and discussing data, the Code of Practice Expert Group finalised the short Reference Guideline for Lime Juice. For more information, please go to: <http://www.aijn.org/news/publication-of-lime-reference-guideline/>
- A new Regulation (EU) 2015/2283 on novel foods was adopted on 25 November 2015. It shall apply from 1 January 2018, date by when Regulation (EC) No 258/97 is repealed. Please go to: <http://www.aijn.org/news//new-novel-foods-regulation> for more information.
- New proposal for a maximum level of lead in juices and nectars from berries and other small fruits and passion fruit juice to be discussed in the 10th Session of the Codex Committee on Contaminants in Foods (Rotterdam, NL, 4 – 8 April 2016). Please visit: <http://www.aijn.org/news//codex-proposal-of-maximum-level-of-lead-in-juices> for more information

Meetings attended on behalf of AIJN

- IFU Commission for Legislation (6 October 2015)
- Conference on Innovation in Food (10 October 2015)
- FDE Contaminants (2 February 2016)
- FoodDrinkEurope Claims Task Force Meeting (3 February 2016)
- INCO Expert Group Meeting (3 February 2016)

AIJN Juice Campaign



A new year also brings with it exciting news for the AIJN Juice Campaign. With our new Campaign Director, Gaynor Ferrari, leading the campaign, things are rapidly progressing. Advance payments from our partners at CitrusBR and Tetra Pak, means that we now have the much-needed funds to commence work in our European markets. In addition, the match funding from our European bottlers and CitrusBR ensures that more money will flow in for the campaign throughout the year. Country groups and financial allocations have also been decided upon, which means that the AIJN Project Team and our central agency, Porter Novelli, can finalise preparatory work and set pitch dates with local associations to determine who will be the best-placed agency to run the campaign in the respective countries.

Juice CSR Platform



It's been a very busy start of the year for the Juice CSR Platform! After appointing Fair & Sustainable - a well-known Dutch consultancy specialised in sustainable supply chains - as the new service provider to manage the Platform together with AIJN, the Platform had its first meetings for 2016 in February. Three new members were welcomed to the Platform: Frutco, Zerya and Niederrhein Gold. Next to the Working Group on Orange/Brazil that kick-started last September, Platform members decided to launch two new Working Groups: one on apples and berries from Europe, and another one on pineapples from Thailand. In addition, new promotion strategies were discussed, which all proves great ambitions for the Platform in 2016.

PH Bottle Project



PHBOTTLE* comes to an end and presents the results obtained. The aim was to develop a new bottle made of biodegradable material from fermentation of fruit juice processing wastewater. A workshop will be held in Brussels, on 18 April, to present what has been achieved with the project.

Participation in the workshop is free – in case you are interested, please contact Lurdes (lurdes.soares@aijn.org) for more information.

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Upcoming meetings

- 22 March, Marketing Steering Committee, Brussels
- 12 April, NAT SEC Committee, Madrid
- 12 April, AIJN Executive Board, Madrid
- 12 April, Regulatory Expert Group, Madrid
- 13 April, AIJN General Assembly, Madrid
- 13 April, AIJN Juice Campaign Executive Committee, Madrid
- 21 April, Technical Committee, Berlin
- 18 May, AIJN Juice Campaign Executive Committee, Amsterdam
- 19 May, AIJN Executive Board, Amsterdam
- 19 May, AIJN Juice Campaign Project Board, Amsterdam
- 6 June, AIJN Juice Campaign Marketing Steering Committee, Brussels
- 7 June, AIJN Juice Campaign Executive Committee, Brussels
- 13 June, NAT SEC Committee, Brussels
- 16 June, CSR Expert Group, Brussels

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