



We are happy to present the March 2017 AIJN Newsletter.

Please find below a general update on all the projects carried out by our association.



Juice CSR Platform Plenary meeting and launch of the IDH Sustainable Juice Covenant

A great majority of Juice CSR Platform members gathered in Amsterdam on the 14th of March to take stock of achievements made in 2016 and agree on key activities for this year. The Platform, that now counts 34 members, is ready to invest more this year, in particular in pilot projects of the 3 country-crop working groups: Brazil-orange, Poland-apple and Thailand-pineapple. In addition, an ad-hoc group will be set up to re-assess Platform communication strategy. Preparation of an exciting programme for the CSR Stream of the

Juice Summit is also a priority in the months to come. On the occasion of the Juice CSR Platform plenary, the IDH Covenant Sustainably Sourced and Processed Fruit and Vegetable Derived Juices Purees and their Concentrates was launched. Under the coordination of IDH, the companies Döhler, FrieslandCampina Riedel, Refresco and Verbruggen Juice Trading Sustainable Products b.v., signed a global covenant targeting 100% verified sustainable sourcing for their juices by 2030.

The AIJN Code of Practice



The last COP Expert Group meeting was held on the 14th-15th of February, in Faro (Portugal). The day before the meeting, the group had an opportunity to visit the company LARA – Laranja do Algarve SA and a nearby citrus grove. LARA is a small processing company and there the group saw an interesting concept – 5L cartons of orange juice. These are distributed to the local market only.



As usual, the agenda was long and the experts had lively discussions on most of the topics. Of special note was the finalisation of the Coconut Water Reference Guideline. Given the abundance of analytical data, it was possible to accomplish this in little over a year. The RG are still awaiting presentation at the Technical Committee and to the General Assembly. If everything goes smoothly, the publication of the RG as provisional is expected before the end of May.

Social Media

We recently launched our YouTube channel and are now active on LinkedIn and Twitter !
Click on the icons below to follow all the news !



Fruit Juice Matters - A Spring in its Step

The Fruit Juice Matters (FJM) programme, helping rebalance the conversation about the health benefits of 100% fruit juice, is now in its first full year. With well over 30 European partners funding the campaign, 14 EU countries plus the Brazilian orange juice industry it's an amazing industry collaborative.



In the last three months the 14 countries have been working to share the science and celebrate the benefits of juice, with conferences, round tables and symposia for health care professionals, healthy breakfast and gym events for bloggers and creative activity around healthy breakfasts, Mother's Day and spring-time Vitamin C!



To join FJM – or simply receive the monthly newsletter - contact AIJN or your national association. In the meantime visit fruitjuicematters.eu, as there is new content coming this month.

Juice Summit 2017



The preparations of the 2017 Juice Summit are already well underway, more info to come soon!

Take a look at the sponsors opportunities here :
https://youtu.be/tP_chxq4G6Y

4th and 5th of October 2017 in Antwerp

Want to exhibit or sponsor the event ? Please contact : charlotte.meuwis@aijn.org