



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

## NEWS

### **General Assembly:**

The last AIJN GA was held on 11 October, in Antwerp. The GA is always a good opportunity for the members to come together and take stock of the industry and the association.

In addition to the areas usually addressed in the GA, it was necessary to vote for the AIJN Board. Five executives (Jorgen Dirksen, Bruno Van Gompel, Wolfgang Schwald, Piotr Podoba and José Jordão) were re-elected by the GA for another term of office and the nomination of Douglas Lamont (Chief Executive of Innocent) to the Board was also unanimously accepted. The nomination of Wolfgang Schwald for 2nd Vice-President was also endorsed by the GA.

### **Meetings attended on behalf of AIJN:**

9th November : Obesity and Sugar Intake in 2017, Hill+Knowlton Strategies, Brussels

16th November : EuroPAwards, sponsored by Kellen, Brussels

24th November : Small Scale, Big Impact and Roundtable Discussion, Food Drink Europe, Brussels

## UPCOMING MEETINGS

2 February	AIJN NAT SEC	Brussels
7 February	AIJN CSR EG	Brussels
7 February	FJM Executive Committee	Brussels
8 February	FJM Marketing Steering Committee	Brussels
14 - 15 February	AIJN Code of Practice Expert Group	Faro
15 March	FJM Executive Committee	Amsterdam
16 March AM	AIJN Executive Board	Amsterdam
16 March	FJM Project Board	Amsterdam
5 April	AIJN REG	Vienna
6 April	AIJN Technical Committee	Vienna



**FRUIT JUICE  
MATTERS**

SHARE THE SCIENCE.  
CELEBRATE THE GOODNESS.

# FRUIT JUICE MATTERS

Too often, the true science behind 100% fruit juice and its health benefits are misinterpreted or ignored, which can lead to conflicting information for consumers and health care professionals. With Fruit Juice Matters, the AIJN (European Fruit Juice Association) is addressing this confusion by offering clear, evidence-based scientific information on fruit juice.

Fruit Juice Matters works with national fruit juice associations from 14 different countries to share science and opinions from leading experts, and clear and credible science for everyone. The campaign gives the countries a great way to counter negative messages about fruit juices with positive science.

### ***What is the impact of the campaign so far?***

Using Sonar, we can see that the sentiment of media discussions on juices is starting to change over the last few months; it appears to be more positive despite a negative spike due to the WHO sugar tax recommendations announced in October.

The tool monitors all type of media sentiment, not just coverage from the campaign. Although it is too early to draw concrete conclusions the visible peaks in positivity directly correspond to campaign activity.

### ***What's next?***

The Scientific Expert Panel is coordinating activities following October's Juice Summit. Alongside their current scientific review of the Fruit Juice Matters literature summaries, they are also identifying research needs and opportunities regarding fruit juices for 2017.

For further information please visit: [www.fruitjuicematters.eu](http://www.fruitjuicematters.eu)





# JUICE CSR PLATFORM

In the framework of the 2016 edition of the Juice Summit the Juice CSR Platform organized a CSR stream discussing the latest sustainability developments relevant for the sector, as well as achievements and ambitions of the Platform.

The ideas collected at this event were then further discussed amongst Platform members in the plenary meeting on the 10th of November in Brussels. Various suggestions were made with regards to improving the Platform's functioning and involving more stakeholders, in particular farmer representatives through activities of country/crop working groups (Brazil/orange WG1, Poland/apple WG2, Thailand/pineapple WG3).

The internal working paper of the WG1 is currently being adopted, setting proposals for concrete pilot projects on the field, most probably related to the appropriate use of pesticides and to the development of a business case model for small farmers. WG2 is focusing on fact finding around pesticide use and status of seasonal workers.

A field trip was recently organised to identify local stakeholders with whom to engage in a pilot project as of 2017. A field trip was also organised by WG3 to meet key local stakeholders and collect appropriate data on nitrate levels in pineapple and on the position of migrant workers. Concrete pilot project proposals will be subject to approval in the next Platform plenary meeting on the 14<sup>th</sup> of March 2017 in Amsterdam.

For more information please visit: [www.juicecsr.eu](http://www.juicecsr.eu)



The COP Expert Group has been busy on the continuous development and improvement of the AIJN Code of Practice, to respond to the needs of an evolving industry.

The last meeting of the group was held on 20-21 September in Kasterlee, Belgium. This was the first meeting led by the new Chairperson, Dr. Joachim Frings-Feldmman. As always, the discussions were lively and fruitful, resulting in several recommendations to modify and improve the Code of Practice. The recommendations concerned:

- Several modifications in the provisional Reference Guidelines for Cranberry, Aronia and Kiwi, in light of new data received and evaluated by the Expert Group;
- Modifications also in the Reference Guidelines for Mango (parameter: Shikimic acid) and Pineapple (parameter: Nitrate);
- The inclusion of a new parameter in the Reference Guideline for Tomato (parameter: Ergosterol).

Additionally, the COPEG recommended adding a new section to the AIJN COP General Comments. This new section, “Interpretation of data for single fruit cultivar juices”, is intended to alert to the fact that special care needs to be taken when using the Reference Guidelines to evaluate products from a single fruit cultivar because the peculiarities of such juices are not reflected in the Reference Guidelines.

Finally, given the misappropriation of the name “juice” to denominate a product made by the deionisation of fruit juice, the COPEG felt it was appropriate to modify the “AIJN Fruit Derived Sugar definition”.

All the recommendations from the COPEG were approved by the AIJN Technical Committee and then formally adopted by the General Assembly on 11 October, in Antwerp.

An overview of all the latest modification to the COP is available here:

<http://www.aijn.org/publications/code-of-practice/additions-and-corrections-to-the-aijn-cop/>

The COPEG’s agenda is rather lengthy and the group is working on many different issues, namely on a Reference Guideline for Coconut Water, Standard Nutrient Values for Fruit Juices and a system to collect data on Alicyclobacillus incidents, to name a few.

The next meeting will take place on 14-15 February 2017, in Faro, Portugal.

The Juice Summit is organised by the AIJN, IFU and SGF and has a clear goal: to create a networking and discussion forum for key juice stakeholders. Initiated in 2013, the Juice Summit is now the leading, annual conference for fruit juice executives.

The 4<sup>th</sup> edition of the Juice Summit was again a resounding success with 543 participants from 41 countries. We were fortunate to have a wide range of speakers from all over the world willing to share their expertise and views on our industry.

This year's Summit included a wide variety of topics which determine the business environment of today, as well as challenges for tomorrow. Spanning from the Dynamics of the Global Fruit Juice Market to the Consumer's Perception of Juices, we also had the privilege of hearing Scientific Experts debate on the benefits of juice consumption.

The 5<sup>th</sup> anniversary edition of the Juice Summit is upon us so make sure to save the dates: 4 & 5 October 2017!

