



### January Workshop

2018 kicked off with the first of two good practice workshops. Its key objective was to maximise impact by improving collaboration across borders via knowledge sharing and creativity mining. The workshop provided a platform for country teams and Expert Groups to shape upcoming initiatives, share knowledge, and learn about how FJM will be moving forward in 2018 and beyond.



### IPSOS results

The first results of the IPSOS study, commissioned by the Fruit Juice Matters programme towards the end of 2017, showed that the programme is increasingly recognised among target audiences. However, the results predominantly point towards the work that still needs to be done, especially surrounding misperceptions about the purity of 100% fruit juice. Detailed, country-by-country results will become available soon.



### Digital Marketing

- a) **Prototyping**: the programme's pan-European database has been updated, matching close to 1,400 influencers with their respective social media presence. For every influencer that is active, the reach on their social media channels was added, as was the frequency of posting. This will allow in-country teams to have a more complete and coherent vision on the communication activities of influencers in their countries and across Europe.
- b) **New website**: the new pan-European website—due to be launched in the coming weeks—is structured around 4 subjects: new science, nutrition and bio-availability, consumption behaviour and technical data and law. All information under these headings is divided into four levels of complexity to ensure easy accessibility.

### *Central Content Updates*

Countries have received an overview of all central content that will be delivered in 2018. The first content pieces, scientific statements from the Italian SINU dossier as well as a bioavailability dossier, were distributed to all country agencies in February and early March.



### *New maximum levels of lead*

During the 12th Session of the Codex Committee on Contaminants in Foods (The Netherlands, 12 – 16 March 2018) the draft maximum levels (MLs) of lead in selected commodities among other topics were discussed. A consensus was reached to lower ML of lead in grape juice from 0.05 mg/kg to 0.04 mg/kg but was not reached in processed tomato concentrates from 1.5 mg/kg to 0.08 mg/kg.

### *We will enjoy broader choice of food*

As of 1 January 2018, the new Regulation (EU) 2015/2283 on novel foods is applicable and the Regulation (EC) No 258/97 and Regulation (EC) No 1852/2001 are repealed. Under the new regulation, novel food is a subject to a simpler, clearer and more efficient authorisation procedure fully centralised at EU level and we will benefit of a wider choice of food.

### *The Alicyclobacillus Incident Database is waiting for your data*

We would like to remind you that the database is ready for use. If you are unfortunate to suffer an incident caused by Alicyclobacillus spp. then please contact us. We will send you a simple form to complete and return. The access to the data is restricted to the companies that provided data.



The Juice CSR Platform is pleased to have Fruit AG and San Miguel joining the Platform, and is looking forward to their active involvement in Platform activities.



Platform members will meet later this month, on the 23rd of March in Brussels <http://juicecsr.eu/events> to make sure 2018 priorities are well translated into concrete and implementable actions, both at the general management level, as in the country-crop working groups (Brazil-orange, Poland-apple, Thailand-pineapple). This plenary meeting will also feature a workshop on implementation aspects of CSR improvement projects. This interactive session will be focused on rolling out of the pilot project of working group 2 (Poland-apple), and on learnings to be applied to other working groups.