



IFU News



March 2015

Issue 40

EDITORIAL

Dear members and supporters,

You will find enclosed a list of very interesting topics and actions IFU has been heavily involved in. This is only the start of much more that will be coming. I kindly ask you to take the time and read it. More will be coming as we are reinvigorating our core and expanding our global presence and reach as we are moving towards implementing our strategy and creating the new IFU notwithstanding our little resources. I like to thank all involved for their participation and hope that we can find more people ready to take an active role in the IFU. In that sense please feel free to contact any of the commission chairs and vice chairs or anybody from the executive committee to indicate your willingness to participate actively.

Kind regards,

Dirk

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I. NEWS FROM THE IFU EXECUTIVE COMMITTEE

A full action plan was presented by Dirk LANSBERGEN, President and Kees COOLS, Vice-President at the Executive Committee meeting held on 25th March 2015 in Brussels.

This action plan includes a strategic plan which builds on reinvigorating the core of the IFU and focuses on expanding our global presence and reach, as well as supports the IFU mission, by setting the course of work in 2015 and beyond.

This Strategic Plan sets forth:

- goals
- objectives
- actions to achieve our mission

As near term focus, it aims at:

- improving the internal communication and interaction with members.
- broadening the scope.
- providing additional incremental benefits and value to IFU members.
- increasing Global Footprint and collaboration with other associations.

An update of the full action/strategic plan will be presented to IFU members on Tuesday 6th October 2015 8:30 – 9:00 at Hilton Hotel Antwerp, Belgium prior to the starting of the IFU annual meetings (Commissions meetings and General Assembly of Delegates).

II. NEWS FROM THE IFU COMMISSIONS

1. [Commission for Legislation](#)

Meeting report for Codex Committee for Methods of Analysis and Sampling (CCMAS)

Budapest Hungary, 23rd to 27th February 2015

Review and update of method of analysis in CODEX STAN 234-1999

(Topic of most concern to IFU)

Codex Stan 234 is nominally a complete list of all methods that have been endorsed for use with Codex commodity standards. Brazil had conducted an enormous amount of work to review this standard and have found a number of inconsistencies with it. Some methods could not be identified as they were incorrectly referenced. From this work they have identified at least 9 packages of methods for review and re-endorsement. However, this does not include the large number of methods for CCFSDU which were excluded from the first “look” see. To establish when methods had been revoked or endorsed involves the examination of many CCMAS report annexes. It was also noted that some Codex provisions did not have an endorsed method assigned to them.

To remove inconsistency between 234 and the commodity standards it was considered that there should perhaps be just one list of methods! This was what IFU did not want to happen, it was and still is our goal to keep the methods in the fruit juice standard (CX 247). To this end I submitted a conference room document (CRD) which detailed the lengths that the task force for fruit juices had to go to get the methods established in the first place and explained why the fruit juice industry felt it was important to keep the methods in the FJ standard (247-2005). The Codex secretariat asked why IFU was against the inclusion of the methods in 234. I detailed that we were not against their inclusion there but would like to retain them in the FJ standard itself as most of the methods did not have a “numerical” provision and had to be used on mass, in a holistic approach, to establish the quality and authenticity of the product. This view was supported by a number of member countries.

It was highlighted in the minutes that there may be a need to retain methods in some commodity standards, such as when the procedures were fully described there, such as many “fish” methods and also in the case of fruit juices!

The possibility of linking the provisions in the commodity standards with the procedures in 234 was also discussed so you could jump from one to the other using hyperlinks. If this was the case it might not be disastrous if the methods have to be removed from the Fruit juice standard as there would still be a formal link to the FJ Standard. This topic will be under review next year and it is likely we will need to attend this meeting “to argue our corner” and lobby Governments for additional support for method retention in the commodity standard.

Codex STAN 234 will be developed into a “proper standard” with the addition of an appropriate preamble as per the standards for Vet. Res. and contaminants methods. This pre-ambule will be prepared by the secretariat. It was also suggested that in 234 it should make reference to the Codex “provision” with a numerical value if possible for ease of reference.

Endorsement of methods

Codex Committee on Processed Fruits and Vegetables (CCPFV)

PFV asked for some advice on methods for “fill” in glass and tinned containers. A number of changes were made to the endorsement of methods for “the fill” of different types of containers for processed fruit and veg. products as Codex removed its “CAC/RM methods in the late 90s. A sampling plan proposed by PFV for attributes was endorsed for defects only.

A number of methods proposed by PFV were approved for various parameters in Ginseng. However, the Korean method for the active principles (Rb1 & Rf) was not approved as type I and would remain as a type IV method as it was only tested on products of know quality. However, the committee encouraged the publication of this extensive study in the peer reviewed literature after this had taken place its status would be reviewed.

A further proposed sampling plan put forward by PFV was rejected by CCMAS due to inconsistencies in the proposed values that were not in line with the guidelines laid down in CAC/GL 50-2004.

Codex Committee on Contaminants in Foods (CCCF)

The sampling plan proposed by CF committee was not endorsed due to inconsistencies in the proposals. The performance criteria were also not endorsed as they were inconsistent with those published in the procedural manual. As the parameter was actually a sum of two components the proposed criteria approach would be worked out during the work of the e-WG for “sums of components” agenda item 5.

Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU)

A further method for dietary fibre (AACC Intl. 32-50.01) was endorsed by the meeting and two AOAC procedures for this parameter were also retained as AOAC had not updated their procedures which would have removed their equivalence with the AACC Intl. Procedures (32-45.01 & 32.50.01).

NFSDU has many methods for the determination of dietary fibre and it was not always clear for the analyst which should be used. Some guidance is given by Zielinski, G. *et al* in "Dietary fibre methods in Codex Alimentarius current status and ongoing discussions" Cereal foods world 2013, 58(3) 148-152

Explanatory notes and practical examples for sampling and testing in International food trade

At the last CCMAS meeting the general principles for sampling and testing in international trade were adopted and during MAS 36th the explanatory notes had to be completed. It was initially decided to include some worked examples in this document also. However, during the discussions this time it was decided to take these out so that the document could be endorsed at this meeting and prepare a separate information document for Governments on sampling.

MAS has some worked examples for sampling but will ask other committees to provide "committee" specific examples.

David HAMMOND

Past Chairman of the Commission on Methods of Analysis

IFU delegate at CCMAS

Meeting report for the 47th session of the Codex Committee on Food Additives (CCFA)

Xi'an, China 23-27 March 2015



I attended CCFA 47 in Xi'an China from March 23 to March 27, 2015. The following are the agenda related to fruit and vegetable juice and the outcome of each:

1. Xanthan gum (INS 415): we have submitted comments opposing the use of xanthan gum as a thickener in fruit and vegetable juices. Our comments were published in a CRD that was circulated to the pWG. As a result, the Committee agreed to refer the matter to the Committee on Processed Fruits and Vegetable (CCPFV) to clarify if the use of “emulsifier, stabilizer, thickener” category especially Xanthan gum is technologically justified in food categories 14.1.2 “Fruit and vegetable juices” and 14.1.3 “Fruit and vegetable nectars” and in their sub-categories.

CCPFV meets every two years, the next time the committee meets is September 2016. So this matter will probably be on CCFA 49 agenda in 2017. I plan to attend CCPFV in 2016 barring any unforeseen events.

2. Thailand proposed new provisions for the following new food additives:
 - a. Sodium carboxymethyl cellulose (INS 466) in food category 14.1.2 “Fruit and Vegetable Juices”
 - b. Gellan gum (INS 418), trisodium citrate (INS 331 (iii)), and calcium lactate (INS 327) in food category 14.1.2.1 “Fruit juices”

The committee agreed to include the above listed provisions in GSFA at step 2. We will oppose these provisions when presented for comments.

It is worth noting that except for the EU and the IFU, there is almost unanimous agreement among countries and observers.

Hany FARAG
Vice-Chairperson of the Commission for Legislation
IFU delegate at CCFA

2. Commission on Methods of Analysis

The Commission on Methods of Analysis has published a revision of the “Determination of Total Sulphur Dioxide (SO₂)” (IFUMA07A).

Among smaller details which should make this method easier to follow for the user, in this revision stringent details regarding the distillation temperature have been worked out. Also it includes critical control points and a novel recovery control to ensure correct results.

Together with this revision also the method for titrable acidity (IFUMA03) was updated.

We hope this serves your needs.

<http://www.ifu-fruitjuice.com/ifu-methods>

3. Scientific & Technical Commission

The Executive Committee decided at its meeting on 25th March to allocate resources for a meta study that should defame negative studies and substantiate the positive ones for the juice industry.

All scientific data available on the topic of sugar and obesity in conjunction with juice consumption will be reviewed. The work will be coordinated by the Scientific and Technical Commission. The results will be presented in the 2015 October meeting.

III. NEWS FROM THE IFU WORLDWIDE MEMBERSHIP

SOUTH AFRICAN FRUIT JUICE ASSOCIATION (SAFJA)



SOUTH AFRICAN FRUIT JUICE ASSOCIATION

The South African Fruit Juice Association (SAFJA) was established in 2011 to address issues of importance on a national industry basis. During that year an initial constitution was approved and the foundations of SAFJA were laid which included the recruitment of members. This process continued in the ensuing years with the establishment of offices in Paarl just outside Cape Town and a website (www.safja.co.za), creating a solid platform for SAFJA activities by 2014. During this period a key focus was engagement with the Department of Agriculture Forestry and Fisheries to upgrade existing regulations in line with international standards, thereby aiming to ensure the establishment of level playing fields and adequate consumer protection. This includes the establishment of the necessary inspection capacity to ensure compliance. The key pillars of activity for 2015 will be the continued development of the regulatory environment as well as the promotion of domestic and export markets.

The fruit juice industry is well integrated with international markets through substantial export and import trade. It is therefore important to position the industry both in terms of quality standards and also competitiveness. The industry currently processes more than 1 million tons of fresh fruit annually and total turnover is approximately \$1 billion. Of this 75% is sold on the domestic market mainly in the form of short and long life juices in the categories of juice, nectars and drinks. The balance is exported worldwide in a range of products including concentrates, blends, pulps and purees and final products. In this regard exports to sub-Saharan Africa, where regional trade agreements also apply, is of particular importance.



The industry operates significantly in its own domestic market and is therefore driven by developments in that market. Real GDP growth is currently relatively low and has been inhibited especially by factors in the mining sector. The whole economy is also suffering from energy constraints although lower fuel

prices will be beneficial. Conversely the current consumption of fruit juice products indicates potential for long term growth as the consumption in the USA and Germany is approximately 44 litres per capita, whilst that of South Africa is approximately 12 litres per capita. This will of course require increased income per capita and which will be achieved over time. This will also enable diversification away from grain and cereal based foods and by that time SA will have an increased population with a higher average age which should increase the demand for higher valued processed foods. The current population is 51.8 million of which 63% are urbanized and 62% are under the age of 30 and its diversity has often been likened to a 'rainbow' nation. The above is also affected by social factors such as the official level of unemployment which is currently running at approximately 25%; a very high GINI coefficient which was measured at 0.7; and crime control as well as infrastructural and educational development. Although the growth trajectory of SA will to a large extent be determined by the developments in the developed markets the economy is forecasted to grow at a moderate, but fragile pace.

The SA market is well structured. Of the total food market, approximately 70% is channeled through major and branded supermarkets. There are also a high number of store openings and a diversification of formats. The balance is through cash and carry outlets. The market is further characterized by strong supplier and house brands, which is also to be expected given that limited income consumers need to be sure of quality and can ill afford to take risks. SA is a mix of developed and developing economies, but with a strong slant to operating as a developed economy.

The juice industry in South Africa, as in other parts of the world, faces challenges in growing its markets. On the one hand it is imperative to develop the regulatory environment to protect the juice market from unfair competition and malpractices. In addition the market needs to be promoted especially with fact based information and research to embrace the positive attributes of fruit juices. These foundations also need to be laid in emerging markets in order to standardize and grow. Integration through the transfer of technical know-how and expertise through government, commercial and importantly networking organizations will be crucial. Developed markets however should be cognisant of the challenges facing associations in emerging markets not the least of which are lower income levels and weakening currencies. These developing markets will certainly become a positive force in the growth of the world fruit juice market.

Rudi RICHARDS
General Manager
South African Fruit Juice Association (SAFJA)

TURKEY - Turkish Fruit Juice Association (MEYED)



The Turkish Fruit Juice Association (MEYED) is glad to invite you to take part in the 6th Juiciful Istanbul Summit which will take place on May, 28 2015 in Istanbul, Turkey.

This event is supported by IFU, AIJN (European Fruit Juice Association), SGF (the independent industrial self-control platform) and EQCS (the European Quality Control System) with presentations by distinguished speakers from the global juice family.

It is the meeting place not only for the Turkish juice industry but also for companies outside Turkey who are interested in the Turkish market, either as suppliers or buyers, or as a gateway to other emerging markets in the region.

For more information visit the event website www.juicifulistanbul.com

IV. NEWS FROM WHO

The World Health Organisation (WHO) organised the World Health Day 2015 on Tuesday April 7th on the topic of Food Safety under the slogan “From farm to plate, make food safe”.

“Food production has been industrialized and its trade and distribution have been globalized,” says WHO Director-General Dr Margaret Chan. “These changes introduce multiple new opportunities for food to become contaminated with harmful bacteria, viruses, parasites, or chemicals.” Unsafe food also poses major economic risks, especially in a globalized world.

Food safety is a cross-cutting issue and shared responsibility that requires participation of non-public health sectors (i.e. agriculture, trade and commerce, environment, tourism) and support of major international and regional agencies and organizations active in the fields of food, emergency aid, and education.

The IFU decided to celebrate the World Health Day 2015. This initiative is an opportunity to inform consumers on the safety and quality of our products all along the supply chain.

More information on WHO initiative:

- World Health Day website: <http://www.who.int/campaigns/world-health-day/2015/en/>
- Global Burden of Foodborne Diseases: http://www.who.int/foodsafety/areas_work/foodborne-diseases/ferg/en/
- INFOSAN: http://www.who.int/foodsafety/areas_work/infosan/en/
- WHO Five Keys to Safer Food: http://www.who.int/foodsafety/areas_work/food-hygiene/5keys/en/

The WHO materials (posters, banners and other visual materials) may be used as is without any modification as standalone materials. They can be downloaded from: <http://clients.allmeo.com/category/who/world-health-day-2015/>

WHO events

7 April: Paris, France

- Subject: Global launch event for World Health Day: From farm to plate, make food safe.
- Time: **6.45 a.m.-10.15 a.m. Paris** time (0445-0815 GMT)
- Venue: Rungis International Market, 1, rue de la Tour, 94152, Rungis Cedex, France: <http://www.rungismarket.com/>
- Speaker: Dr Margaret Chan, WHO Director-General to launch World Health Day. Senior representatives of French Ministries of Health and Agriculture, International Organization for Animal Health (OIE), UN Food and Agriculture Organization (FAO) and French Agency for Food, Environmental and Occupational Health & Safety (ANSES) will be in attendance.

7 April: Geneva, Switzerland

- Subject: WHO Headquarters launch event for World Health Day (cake-cutting ceremony, launch of food safety visual installation)
- Time: **1.30 p.m. Geneva time** (1230 GMT)
- Venue: World Health Organization, Avenue Appia 20, 1211 Geneva 27, Switzerland
- Speaker: Dr Keiji Fukuda, Assistant Director-General, WHO Health Security; Awilo Ochieng Pernet, Chairperson, Codex Alimentarius Commission; Representative of UN Food and Agriculture Organization.

IFU Communication tools will be posted soon in IFU website which you will be able to download and use at local level in all events due to happen during the year 2015.



V. SPECIAL THANKS

I would like to express my special thanks to the following IFU members:

Dr Hany FARAG, Dr David HAMMOND and Mr Rudi RICHARDS for their co-operation.

Elisabetta ROMEO-VAREILLE
Secretary-General

IFU

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