



# IFU News

September 2011

Issue 26



## EDITORIAL

Dear IFU Colleagues:

For most of us the Summer months are slowly coming to a close and the crisp Fall weather will be upon us shortly. Our friends from “down under” though will just be becoming into their Spring season. In any event, the changing of the seasons brings with it new challenges and opportunities.

Harvesting of the fall crops has started in various countries in the Northern hemisphere while spring crops will abound in Southern hemisphere countries. Wherever you may be as you read this Newsletter, it will be a busy time and a time when commodities worldwide will be at their highest cost in years. This represents still another challenge for our industry in this economy, but one I am confident we can manage and continue to provide our many customers with the highest quality products.

By now you should have received an invitation to attend the upcoming IFU Workshop “*The increasing consumption of vegetable juices worldwide*” – “*Juice as an important part in other products*” being held in Parma, Italy on the 20<sup>th</sup> of October, 2011. This promises to be an interesting Workshop as our industry continues to seek new outlets for juice products. Several of our IFU colleagues will be giving presentations in addition to other industry leaders proficient in their field.

In addition, the IFU Executive Committee will be meeting in Parma the morning of October 19<sup>th</sup> followed by a meeting of the IFU Scientific & Technical Commission that afternoon with a full agenda.

I urge you to attend these events in the charming city of Parma.

Best regards,

**Don SPORN**  
President

## I. NEWS FROM IFU WORLDWIDE MEMBERSHIP

### Collective members

#### FRANCE – French Fruit Juice Association (UNIJUS)

#### French experiment of environmental information on market products

As part of the recent French legislation concerning environment (July 2010), a national experiment was launched by the French government on the 1<sup>st</sup> of July for a one year period. This experimentation aims to:

- ✓ Inform consumers about environmental characteristics of products sold in supermarkets.
- ✓ Help the consumers to make an informed choice concerning environmental impact of food products.
- ✓ Test feasibility conditions of this environmental information for producers.

On the long term, French government wishes the environmental labeling to become mandatory.

UNIJUS and 7 companies have decided to be collectively involved in this experiment and chose to work on the global category of «fruit juices and nectars». Preliminary experiences demonstrated indeed that fruit juices cannot be differentiated on the basis of Carbon Footprint (due to a lack of data for agricultural raw material). UNIJUS members' goal is that consumers have learned and can remember global environmental information about the fruit juices category at the end of the experiment.

The involved companies have chosen to communicate on 4 environmental indicators: CO<sub>2</sub>,

water consumption in industries, packaging materials recyclability, biodiversity. These indicators are common for about 40 companies, in order to give to consumer homogenous and coherent information on different products.

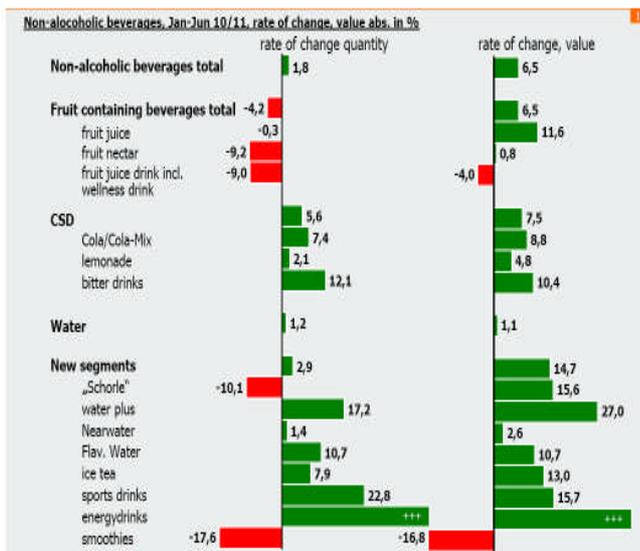
This environmental information is available on digital applications: UNIJUS website [www.unijus.org](http://www.unijus.org) and smart-phones. Indeed, UNIJUS members and food industries in general do not want environmental information on the packaging because of a lack of space and a risk of confusion for consumers. A website allows us to inform consumers about environmental impact of fruit juices, educate about the signification of these numbers, and help to develop benchmarks in world food.

### GERMANY - Verband der deutschen Fruchtsaft-Industrie e. V.

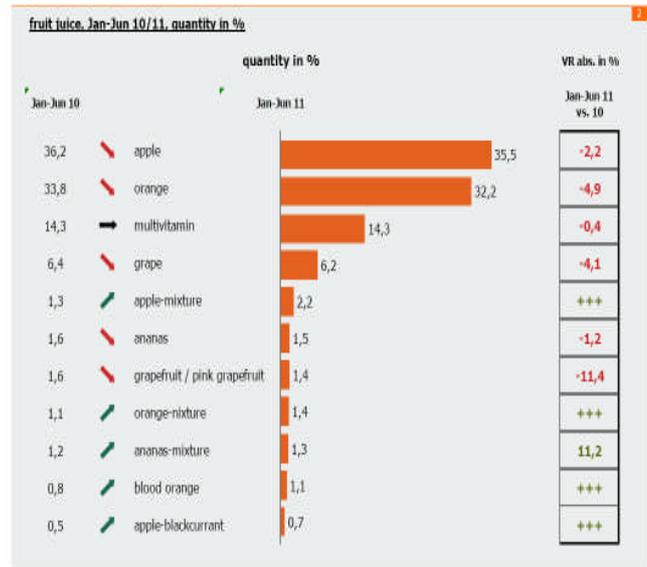
#### The German market for fruit juices in the first half year 2011

The German market for fruit juices stands for 30 % of the European consumption and is within the top 3 markets worldwide. Per average, there is an industrial production of more than 3 billion litres and Germany has the highest per-capita consumption worldwide with 36.3 litres. Three major fruit juices have a share of close to 80 % of the market: First is apple juice with about 35 %, orange with 32 % and multivitamin with 14 %.

rate of change non-alcoholic beverages

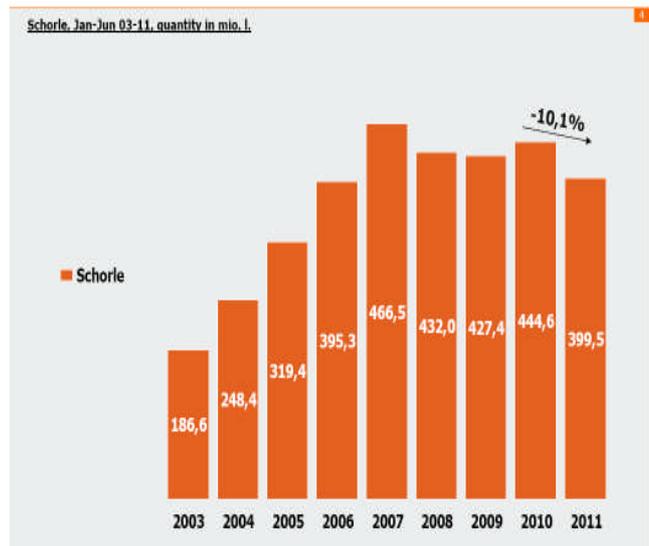


### Ranking fruit juice varieties



A German speciality is “Apfelsaft-Schorle”, a mixture of apple juice and mineral water with CO<sub>2</sub>, which stands for 800 million litres of consumption. It has an average fruit content of 60 %.

development Schorle

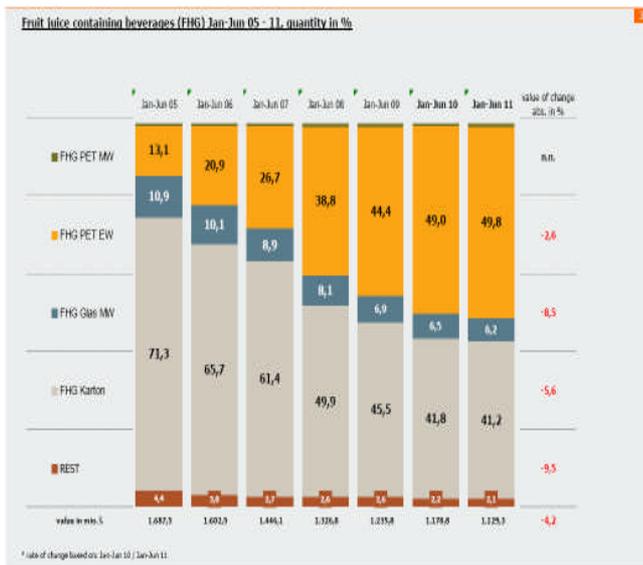


### Packaging

The packaging of fruit juices, nectars and juice drinks underwent a dramatical change within the last six years. In 2005 we had over 70 % carton packaging, 13 % PET and 11 % re-usable glass. In 2011, six years later, 50 % of the market is packed in PET bottles, about 40 % in carton and the re-usable glass stands for 6 %. The German market is one of the most competitive food markets in the world. Six big retail companies stand for 80 % of the market. 2/3 of the fruit juices are sold in discounters, it has a price level of 0,60 – 1,00 €/l. The fruit juice industry is also concentrated: Eight companies stand for 80 % of the

market assets. Enclosed you'll find the current market data for the first half of 2011 for your information. It's from the Gesellschaft für Konsumforschung (GfK) and based on a consumer panel.

packaging structure



#### Outlook:

The fruit juice industry in Germany is highly concentrated and technologically on a high level. Next to the big eight companies we find more than 300 smaller companies, which are quiet stable on a local level and contribute to a German juice culture, which doesn't exist anywhere else in the world. The mid-sized companies with 10 – 100 mio. € assets are facing the toughest competition. They are too big for the niche and too small for the big players. We expect a further consolidation of the market.

Bonn, 09.09.2011  
Hei/jb

## RUSSIA – Russian Union of Juice Producers (RSPS)



JUICE WORLD – 2012

29.02-01.03.2012  
St.-Petersburg  
Sokos Palace Bridge  
Hotel  
Russia

On 29, February and 1, March 2012 in St.-Petersburg at **Sokos Palace Bridge Hotel** will take place XI International conference of juice producers "Juice World – 2012", with the main topic – "Customs Union's Juice Market".

A meeting of AIJN Code of Practice expert group is planned to be held on the eve of the Conference. Participants of Juice World will have a chance to ask their questions to the experts of AIJN CoP at the common round table discussion on the 1<sup>st</sup> of March, 2012.

You are invited to take part at "Juice World – 2012" and learn first-hand the latest news in juice industry of Russia, countries of Customs Union, European Community and other countries of the world.

Special room rates are available for Conference participants at [Sokos Palace Bridge Hotel](http://SokosPalaceBridgeHotel.com) (details on request [rsps@rsps.ru](mailto:rsps@rsps.ru)).

If you decide to take part at Juice World – 2012 and take someone from your family to accompany you and visit one of the most beautiful cities of the world, St.-Petersburg, organizers of the Conference will provide you with program of excursions.

All details of the event can be provided by sending a request to [rsps@rsps.ru](mailto:rsps@rsps.ru) or call at +7 (495) 5029938.

## **International organizations**

### **EUROPE – European Fruit Juice Association (AIJN)**

#### **A step away from the new EU food labelling Regulation**

A compromise text aimed at ensuring that food labels carry essential information in a clear and legible way has been endorsed in July 2011 by the EU Member States, the European Parliament and the European Commission. In order to enter into force it still needs to be approved by the European Council (expected in autumn 2011).

The new food labelling rules will become applicable 3 years after their publication in the Official Journal of the EU, except of the mandatory nutrition declaration which must be applied at the latest 5 years after the publication. Once applied, this Regulation will significantly change the way food and drink products have to be marketed within the EU. As an example, pre-packed food must in future be labelled with the energy value and quantities of fat, saturates, carbohydrates, protein, sugars and salt. The energy value and the amounts of these nutrients (i.e. mandatory nutrition declaration) will have to be expressed per 100g or per 100ml, but can additionally be indicated on a per portion basis. They can also be indicated as a percentage of reference intakes, better known as GDA (Guideline Daily Amounts). Food business operators can use additional forms of expression/presentation under certain conditions, but all elements of nutrition declaration should appear together in the same field of vision (some may be repeated “front of pack”).

In order to improve legibility, the new regulation establishes a minimum font size for the mandatory information of 1.2 mm for the x-height. If the largest surface of a food package is less than 80 cm<sup>2</sup> the minimum font size is reduced to 0.9 mm.

The new piece of legislation extends the compulsory country of origin labelling to fresh meat of pork, lamb and poultry. The European Commission must examine within 3 years after the entry into force of the new regulation the possible extension of compulsory labelling of the country of origin to other types of meat, milk, milk used as an ingredient, unprocessed foods, single-ingredient products and ingredients that represent more than 50% of a food.

Allergens must always be indicated, both on non-prepacked and or prepacked products. On prepacked food, allergens must be

included in the list of ingredients and emphasized through a typeset that clearly distinguishes them from the rest of the list of ingredients.

#### **EU Member States in favour of use of stevia**

In July 2011 European Commission meeting of the Standing Committee on Food Chain and Animal Health the EU's 27 Member States supported the safety of the natural, intense sweetener, steviol glycoside.

Member State experts backed the Commission proposal to authorise steviol glycoside in the EU, after the European Food Safety Authority (EFSA) evaluated its safety in early 2010. EFSA's opinion brought the European agency in line with the Joint FAO/WHO Expert Committee on Food Additives (JECFA), which approves the use of steviol glycosides at 95% purity or above.

Stevia-fortified products could already be marketed in 2012 in case there are no objections to the Commission proposal from the European Council and the European Parliament in the three-month scrutiny period. The Commission proposal allows for a maximum level of 100 mg/l in fruit nectars as defined by Council Directive 2001/112/EC and vegetable nectars and similar products (only energy-reduced or with no added sugar).

#### **Juices and health claims – AIJN Citrus Health Research Initiative**

The EU Claims Regulation EC 1924/2006 foresees the establishment of the Community list of health claims permitted for foods. The Commission compiled a list of claims currently used on the EU market and sent it in November 2008 to EFSA for scientific evaluation. EFSA completed the assessment of 4000 health claims in July 2011, and as a result majority of health claims relevant to juices, especially on their antioxidant properties, received a negative opinion and are about to be banned in the EU.

In this context AIJN has recently launched the “Citrus Health Research Initiative”, a clinical research program aiming at generating solid scientific data to support a health claim on juice and obtain a favorable opinion from EFSA, and subsequently a formal authorization from the European Commission.

The first objective consists of defining the best possible experimental design and performing risk analysis. More precisely, the Steering Committee of this project:

- Has officially requested (in August 2011) some additional information from EFSA on

precise guidance points regarding the substantiation of anti-oxidant and cardiovascular effects of foods,

- Is currently actualizing its literature survey on the topic,
- Is analyzing the research needs to fill knowledge gaps,
- Is elaborating several propositions for a research plan (studies' synopsis)
- Is identifying the scientific experts and possible service providers to advise and/or perform the foreseen research plan

The investment in scientific research in this field should be considered of global importance for further promotion of fruit juices by preserving their healthy and natural image that can be communicated to the consumer.

### **AIJN Codes and Guidelines**

AIJN is currently revising its 2003 Hygiene Code and the HACCP guidance. There will be two main parts, the hygiene part (with pre/requisites for hygienic manufacturing) and the HACCP part (with an inventory of possible hazards, an introduction to the hazard, what harm it can do, control measures and a reference to the related pre-requisites). The Code might be notified in a later stage to the European Commission under the procedure of the Regulation (EC) No 852/2004.

In addition, AIJN is also developing a Vegetable Juice/Nectars standard following the structure of the EU Fruit Juice Directive. It will be a useful document for the European vegetable juice industry.

## **II. ADMINISTRATIVE ISSUES**

Following amendments introduced in IFU Articles of Association and elections of a new President and new Executive Committee members by IFU General Assembly in June 2011 in Bonita Springs, Secretary-General implemented legal formalities at French authorities in order to make these changes official.

## **III. IFU INNOVATIONS AWARD**

IFU decided at its 63<sup>rd</sup> annual meeting held 14-15 June 2011 at Bonita Springs, Florida (USA) to implement an "*IFU Innovations Award*" in order to promote innovative ideas in the field of fruit juice technology and fruit juice research.

The first award will be presented at next IFU Congress scheduled to be held 17-22 June 2012 Maastricht, The Netherlands.

The jury is composed of eminent specialists recognized at international level:

Prof. Dr. Helmut Dietrich, Chairman of the IFU Scientific and Technical Commission

Prof Dr. Tilo Hühn: Zentrum für Getränke- und Aromaforschung, ZHAW, Wädenswil

Piet Haasen, Manager R&D Fruitbased Friesland Campina

Dr Dan Gunter, Former Executive Director Florida Department of Citrus Commission (FDOC) - President of Sun Orchard Juices

Donald Sporn, IFU President

Gunilla Eckström, Former Quality Chief at Jo Bolaget and then Rynkeby – President of the Swedish Juice Association

The prize consists of a trophy and a cash prize of € 3 000.

All research students, employees of companies, universities and research institutes which are specialized in the field of fruit juice are eligible participants for their studies dealing with topics linked with fruit juice technology or fruit juice research.

The document describing the organization of IFU Innovations Award is available for downloading from the home page of IFU website <http://www.ifu-fruitjuice.com>

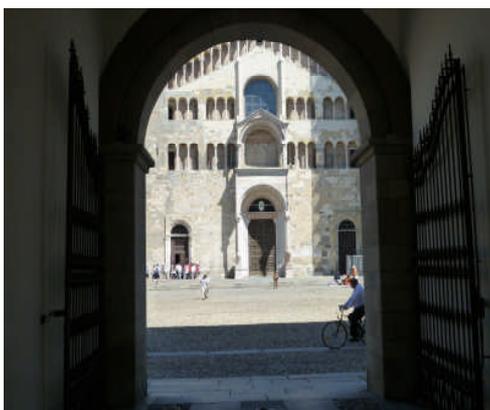
We would appreciate if all members could disseminate it within their professional network among all parties who may be interested in participating.

Deadline for submission of documentation (Submission form, Curriculum Vitae and copy of the thesis or dissertation or diploma thesis) to IFU Secretariat : 30<sup>th</sup> November 2011

#### IV. FORTHCOMING IFU EVENTS

- IFU Workshop “The increasing consumption of vegetable juices worldwide” “Juice as an important part in other products”

20<sup>th</sup> October 2011 Parma, Italy



Secretary-General travelled to Parma on 6<sup>th</sup> September 2011 to check all organizational aspects.

All information regarding registration and accommodation is available from the home page of IFU website <http://www.ifu-fruitjuice.com>

The event will be held at Parma exhibition center (Fiere di Parma) in conjunction with CIBUS TEC fair.

A press conference with the Italian press is scheduled on 19<sup>th</sup> October 2011.



The Gala dinner with typical traditional Parma dishes will be organized at “Tre Ville Restaurant” [http://www.letreville.it/hostaria/home\\_hostariaen.htm](http://www.letreville.it/hostaria/home_hostariaen.htm) on 20<sup>th</sup> October 2011. In order to create a better synergy, it was decided to organize this dinner together with World Processing Tomato Council (WPTC).

An Executive Committee meeting and a Scientific & Technical Commission meeting will take place on 19<sup>th</sup> October 2011.

- 10<sup>th</sup> Vaccinium and other Superfruits Symposium

17-22 June 2012, Maastricht, The Netherlands



On 25<sup>th</sup> August Secretary-General travelled to Maastricht, The Netherlands in order to discuss with Prof Dr BROUNS, who occupies the Chair “Health Food innovation” at Maastricht University, Mr Jozef Van Assche, Executive Director at International Society for Horticultural Science (ISHS) and representatives of Pauwels Congress Organizers (PCO) the setting up of the Symposium held in conjunction with IFU Commissions and Assembly of Delegates meetings.

The Symposium, held as a joint event with International Society for Horticultural Science (ISHS) will take place in the Maastricht exhibition and congress center. Lunch and coffee/tea breaks will be held in the exhibition area.



With the kind assistance of Maastricht University, IFU meetings will take place in University meeting rooms which will be used free of charge.

A welcome reception will take place at Maastricht city hall, a historic monument built in the XVII<sup>th</sup> century on the market place, which is famous for its beautiful ceiling paintings, tapestries and gold leather wall paper.

The Gala dinner will be organized in Château Neercanne in the beautiful Jekerdal valley.



Château Neercanne the only terraced castle in the Benelux is surrounded by beautiful Baroque gardens divided in four levels, all of them UNESCO world heritage.

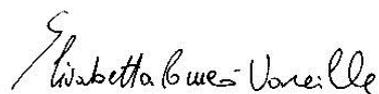
➤ IFU event 2013

A Workshop might be organized in May 2013 near Messina, Sicily, with the company AGRUMIGEL, in relation with problems linked to blood orange packaging as well as IFU Commissions and General Assembly meetings.

In order to study all issues regarding costs, accommodation, sponsoring and hosting Secretary-General will meet Mr IMBESI, Director of AGRUMIGEL during ANUGA fair in October 2011.

## Special thanks

I would like to express my special thanks to Anne-Cécile COUETTE French Fruit Juice Association (UNIJUS), Klaus HEITLINGER Verband der deutschen Fruchtsaft-Industrie e. V., Natalya IVANOVA Russian Union of Juice Producers (RSPS), Milica TRBOJEVIC European Fruit Juice Association (A.I.J.N.) and Ilona VERMEEREN, Pauwels Congress Organisers (PCO) for their co-operation.



**Elisabetta ROMEO-VAREILLE**  
Secretary-General of IFU



## Statistics from CANADEAN

		2010			
		Still Drinks		Juice and Nectars	
		Litres Per Capita	Volume M Litres	Litres Per Capita	Volume M Litres
China	Apple	0,32	433,40	0,13	175,50
	Orange	2,67	3 585,00	0,27	369,60
	Pineapple	0,10	129,10	0,01	17,20
	Vegetable	0,05	62,20	0,20	269,50
	All Others	6,62	8 899,70	0,63	850,20
India	Apple	0,03	37,90	0,02	21,15
	Orange	0,01	14,70	0,13	160,26
	Pineapple	0,00	5,00	0,02	29,63
	Vegetable	0,00	0,00	0,00	2,90
	All Others	2,70	3 279,70	0,19	236,09
Australia	Apple	0,00	0,00	4,47	96,20
	Orange	0,15	3,30	11,91	256,20
	Pineapple	0,00	0,00	1,05	22,60
	Vegetable	0,00	0,00	0,58	12,40
	All Others	2,39	51,40	15,47	332,70
Russia	Apple	0,30	42,58	5,56	780,31
	Orange	0,32	44,37	2,99	420,32
	Pineapple	0,04	5,76	0,89	125,32
	Vegetable	0,00	0,00	0,11	15,27
	All Others	1,19	166,69	9,41	1 321,00
Mexico	Apple	1,93	210,11	1,34	145,89
	Orange	6,68	726,79	1,45	157,31
	Pineapple	0,35	38,46	0,11	12,02
	Vegetable	0,02	2,03	0,16	16,92
	All Others	9,31	1 012,92	5,02	546,48
Canada	Apple	0,01	0,20	10,36	352,90
	Orange	0,64	21,70	17,79	605,90
	Pineapple	0,00	0,00	0,34	11,50
	Vegetable	0,00	0,00	2,24	76,40
	All Others	9,35	318,40	21,12	719,40
United States of America	Apple	0,07	20,22	3,67	1 141,18
	Orange	3,84	1 192,98	11,90	3 700,15
	Pineapple	0,00	0,00	0,11	34,83
	Vegetable	0,00	0,00	0,76	236,70
	All Others	19,92	6 191,87	10,71	3 328,51
France	Apple	0,51	31,94	2,52	158,32
	Orange	2,35	147,89	13,12	824,76
	Pineapple	0,10	6,48	1,21	75,77
	Vegetable	0,00	0,00	0,09	5,58
	All Others	6,01	377,69	10,00	628,58

		2010			
		Still Drinks		Juice and Nectars	
		Litres Per Capita	Volume M Litres	Litres Per Capita	Volume M Litres
Germany	Apple	3,63	296,55	7,55	616,94
	Orange	3,54	289,11	11,99	979,68
	Pineapple	0,00	0,00	0,32	25,90
	Vegetable	0,00	0,00	0,95	77,62
	All Others	6,47	528,65	13,59	1 110,13
United Kingdom	Apple	1,21	75,05	2,12	132,08
	Orange	2,61	162,52	14,23	885,53
	Pineapple	0,00	0,00	0,77	47,81
	All Others	9,22	573,43	5,46	339,78

## JUICE DATES AND FAIRS 2011-2012

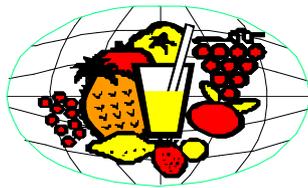
The following list is not exhaustive

Name of association/organisation	Meeting or Fair	Date and Place
Agra Informa (Foodnews)	World Juice 2011	3-6 October 2011 Madrid, Spain <a href="http://worldjuice.agraevents.com/">http://worldjuice.agraevents.com/</a>
ANUGA	ANUGA	8-12 October 2011 Cologne, Germany <a href="http://www.anuga.com/en/anuga/home/index.php">http://www.anuga.com/en/anuga/home/index.php</a>
Fiere di Parma	CIBUSTEC <i>"Technologies and solutions for the food industry"</i>	18-21 October 2011 Parma, Italy <a href="http://www.cibustec.it">http://www.cibustec.it</a>
International Federation of Fruit Juice Producers (IFU)	IFU WORKSHOP  <i>"The increasing consumption of vegetable juices worldwide"</i>  <i>"Juice as important part in other products"</i>	20 October 2011 Parma, Italy in conjunction with CIBUSTEC 2011 hosted by Fiere di Parma  <a href="http://www.ifu-fruitjuice.com">http://www.ifu-fruitjuice.com</a>
Juice Products Association (JPA)	Fall Business Meeting	14-15 November 2011 Omni Parker House Hotel Boston, MA, USA  <a href="http://www.juiceproducts.org">http://www.juiceproducts.org</a>
New Zealand Juice & Beverage Association	NZJBA Annual Conference	17-19 November 2011 Sebel Trinity Hotel & resort Tauranga, New Zealand  <a href="http://www.nzjba.org.nz/">http://www.nzjba.org.nz/</a>
Russian Union of Juice Producers (RSPS)	Juice World 2012	29 February- 1 <sup>st</sup> March 2012 St Petersburg, Russia  <a href="http://www.rsp.ru/english/about/">http://www.rsp.ru/english/about/</a>
Juice Products Association (JPA)	JPA Annual meeting	6-9 May 2012  <a href="http://www.juiceproducts.org">http://www.juiceproducts.org</a>

## JUICE DATES AND FAIRS 2011-2012

The following list is not exhaustive

Name of association/organisation	Meeting or Fair	Date and Place
Verband der deutschen Fruchtsaft-Industrie e. V.	Annual meeting of VdF	14-16 May 2012 Nuremberg, Germany <a href="http://www.fruchtsaft.net/en/">http://www.fruchtsaft.net/en/</a>
European Fruit Juice Association (AIJN)	Summer Assembly	31 May - 1 June 2012 The Hague, The Netherlands <a href="http://www.aijn.org/">www.aijn.org/</a>
International Society for Horticultural Science (ISHS) - International Federation of Fruit Juice Producers (IFU)	10 <sup>th</sup> International Vaccinium & Other Superfruits Symposium	17-22 June 2012 Maastricht European Conference Center (MECC), Maastricht, The Netherlands <a href="http://www.vaccinium2012.com">http://www.vaccinium2012.com</a>
Juice Products Association (JPA)	Fall Business Meeting	12-13 November 2012 <a href="http://www.juiceproducts.org">http://www.juiceproducts.org</a>



**IFU**

## **IFU**

International Federation of Fruit Juice Producers  
Fédération Internationale des Producteurs de Jus de Fruits  
Internationale Fruchtsaft-Union

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