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# AIJN's Vision for a Healthy & Sustainable Future



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## About us

Since our creation in 1962, AIJN, the European Fruit Juice Association has been dedicated to defending and promoting the interests of the entire fruit juice supply chain, from raw material producers to the bottlers of juices and nectars. Our mission is to engage with EU institutions and relevant stakeholders to ensure a thriving and sustainable future for the fruit juice industry.





Javier Lorenzo,  
AIJN President

# AIJN PRESIDENT'S INTRODUCTION



## Our commitment to health and sustainability

AIJN's main mission is to support the competitiveness of the European fruit juice industry while prioritizing **consumer well-being and environmental sustainability**. We acknowledge the nutritional benefits of fruit juices and actively promote their consumption as part of a healthy and sustainable diet.



## Connecting the European value chain and world-wide markets

With a significant presence of small and medium enterprises (**SMEs**), our industry is a vital link in the European and global food value chain. By providing a **stable market for farmers' products**, we contribute to the economic stability of agricultural communities and play a crucial role in **sustaining rural areas** both in the **EU and in third countries**. Additionally, although we endeavour to source as much as possible from EU Member States, some of our products are necessarily imported from different parts of the world in order to satisfy the demand of European consumers. In this regard, our well-structured and mature value chain, built on stringent **safety standards** and **responsible resource management**, ensures we provide high-quality products at affordable prices.



## Our vision for sustainable growth

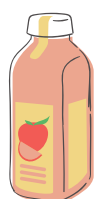
Finally, at AIJN we are dedicated to advancing the European fruit juice industry through **collaboration** and **innovation**. With climate change accelerating faster than expected, we must collectively **rethink agricultural practices and policies** to ensure continued production of high-quality fruit juice in sufficient quantities.



# 19.2

**EUR billion**

Total Value of 100%  
juices and nectars in  
EU-27 in 2023



# 6.8

**billion liters**

Total Volume of 100%  
juices and nectars in  
EU-27 in 2023

# FRUIT JUICES



## Coexistence of EU legislation and high industry standards

Fruit juices are among the most rigorously regulated food products in the EU market. The fruit juice industry is characterized by a thorough attention to the nutritional, safety and quality features of fruit juices which are then embedded into industry practices. This commitment is realized through the respect of strict EU legislative provisions as well as by aligning with industry-defined standards enacted through the AIJN Code of Practice.



### EUROPEAN FRUIT JUICE DIRECTIVE

The Directive serves as the cornerstone of the regulatory framework covering fruit juices, clearly specifying and distinguishing various fruit-based products to provide **clarity to legislators, manufacturers and consumers**, as well as to maintain high standards and transparency across the EU. Besides defining fruit juice, the Directive covers fruit juice from concentrate, concentrated fruit juice, fruit nectar, and fruit puree.

Each product has **clear definitions and compositional requirements** to ensure their authenticity within the Single Market, ensuring all fruit juices and nectars are produced with high and common quality standards.

As per the Directive, any processes and added substances must be technically justified and authorized, respecting that these products come solely from fruits. Therefore, **adding any preservatives, food coloring, herbs, or flavors, or any sugar, is unauthorized and illegal.**

The Directive also mandates **precise labelling practices**, ensuring consumers are informed about the nature and quality of the fruit beverages they purchase.

This comprehensive approach promotes **consistency and trust** in fruit-based products within the EU market.

In 2023, the EU embarked on revising the Fruit Juice Directive, acknowledging the evolution of business practices and consumer preferences. The recent revision brings forth innovation and refinement, addressing various facets crucial for the sector's advancement.



### AIJN CODE OF PRACTICE

While the composition of fruit juices can vary due to their region or climate for instance, certain statistical patterns guide their characteristics. The AIJN Code of Practice was developed, on a **voluntary basis**, to determine these characteristics.

The Code sets **minimum and maximum values for key attributes** based on collected and updated data, facilitating assessments of **quality, authenticity, and identity** of fruit juices. These recommendations are used by fruit juice processors and traders within the EU, but also around the world, as they are now internationally recognized and respected standards.

AIJN remains dedicated to upholding this Code of Practice, ensuring that fruit juices provide nourishment while adhering to the highest standards of safety and quality. On top of this, the **EJCS** (European Juice Control System), which brings together the self-monitoring organizations of several countries, makes it possible to monitor the compliance of fruit juices and nectars in most European countries, using not only the regulations specific to our products, but also the industrial standards set up by AIJN.

# PILLAR 1

## Our sector's contribution to a healthy lifestyle

Our industry plays a role in realizing the EU's health ambitions by supporting the increase of fruit consumption. By providing an **affordable source of essential nutrients and preserving the natural richness of fruits**, fruit juices emerge as a fundamental part of the solution for promoting a healthier lifestyle across Europe, where only 12% of the population is eating enough fruit and vegetables according to Eurostat.



### INHERENT NUTRITIONAL QUALITY

Many Europeans are unaware that fruit juices are prohibited from containing added sugars by EU law.

AIJN emphasizes this point, underscoring that **100% fruit juice contains no added sugars** and derives its sweetness solely from natural sugars found in the fruit.

Beyond sugar presence, numerous components make the fruit juice matrix unique and different from other drinks. Some fruit juices are recognized as a **source of vitamin C, such as orange juice, and other juices as sources of folate and potassium**, the latter being identified as a nutrient of public health importance by the European Food Safety Authority (EFSA) in 2022.

### MODERATE CONSUMPTION

Our products are naturally enjoyed with moderation.

Average intakes in Europe are **less than 70g daily in adult consumers and less than 100g daily in children**.

In addition, fruit juices contribute minimally to daily energy intake, ranging from 1-3% in infants to 1-2% in other age groups across Europe and multiple scientific studies confirm they do not cause excess weight gain nor impact obesity risk.

### SCIENTIFICALLY PROVEN HEALTH BENEFITS

Recent scientific research unveils various health benefits associated with fruit juices.

For instance, regular consumption may **reduce the risk of cardiovascular disease**, possibly due to the presence of polyphenols and potassium that support vascular function.

The Nordic Nutrition Recommendations, the scientific basis for dietary guidelines and nutrient recommendations in the Nordic and Baltic countries, have recently recognised the nutritional and sustainability value of a small daily serving of fruit juice, incorporating it in the 'fruit & vegetable' section of their guidelines.

### FOSTERING INNOVATION

The industry takes pride in our products and is committed to sharing knowledge about them as they constantly seek to answer the evolving needs and preferences of consumers. Thanks to the recent revisions in the European Fruit Juice Directive, AIJN is proud to introduce a new category of fruit juice products: **reduced-sugar fruit juices**. These offerings cater to health-conscious consumers seeking reduced-sugar options without sacrificing the benefits of fruit juices. According to the revised Directive, the products have to maintain essential fruit juice characteristics while adhering to stringent quality standards.

### SUPPORTING OBJECTIVE DATA AND TRANSPARENT INFORMATION

At AIJN, we prioritize delivering **accurate and objective** information to consumers.

That's why we partner with the **Fruit Juice Science Center**, an independent science information body, to provide evidence-based insights on the role of 100% fruit juice in diets and health.

Together, we empower stakeholders with reliable data for informed decision-making.

# PILLAR 2

## Our sector's commitment to environmental, social and economic sustainability

Our sector's future depends on **environmental, social, and economic sustainability**, principles embedded in all we do. As climate change increasingly impacts food sourcing and production, **the urgency for sustainable supply systems grows**. To ensure production continuity, fruit juice producers are adapting their practices and developing solutions to prioritize sustainability. We are committed to maintaining this approach throughout our entire supply chain, **from cultivation to marketing**. Our efforts are closely aligned with the Sustainable Development Goals (SDGs), advancing well-being, health, innovation, and climate action.



### REDUCING FOOD WASTE

Sustainability is not just a goal in our sector; it is embedded in our industry's structure. We leverage fruits deemed unsuitable for the fresh market to craft nutritious juices, significantly **reducing waste generation**. This approach not only addresses **food waste** but also opens new business opportunities for farmers and industry all along the chain. Within the whole process, the **number of residues** is also carefully considered. For example, the fruit skin or peels extracted during processing, can be used to produce dietary fiber, essential oils, ingredients for biocosmetics, food industry or animal feed, generating new business opportunities through R&D initiatives.

### PROMOTING PACKAGING SUSTAINABILITY

In the area of packaging, AIJN is committed to promoting circular economy objectives, ranging from choosing the most efficient and sustainable packaging material to increasing the better management of packaging waste across Europe, aligning itself with the European Commission's goals listed in the Circular Economy Action Plan. In its efforts to contribute to a more circular economy, an essential aspect where AIJN has been particularly active is within the context of the Packaging and Packaging Waste Regulation (PPRW). Recognizing that the fruit juice packaging is highly recyclable, AIJN has supported the EU's ambitious recycling measures throughout the process. Additionally, AIJN supported policymakers regarding the specific challenges of **microbiologically sensitive and perishable beverages** by providing relevant data, demonstrating that these beverages require specific packaging to protect their integrity and consequently require specific rules when it comes to reuse.

### EFFICIENT USE OF RESOURCES

The sector has been working for many years with a firm commitment to improving energy efficiency and to optimize the use of natural resources such as water, as part of our overall decarbonization strategy. This commitment is evident in our promotion of **energy recovery, adoption of renewable sources and sustainable transport**. AIJN has also worked to identify greenhouse gas (GHG) emission hotspots within the sector, providing essential recommendations for companies across Europe to reduce these emissions.

### ENHANCING ECO-DESIGN

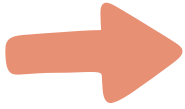
Over the years, the sector has also made significant progress in promoting eco-design, achieving **greater practicality for users and better environmental care**. For instance, we have developed lighter packaging that requires less energy to produce and is 100% recyclable. Currently, efforts are also focused on encouraging the use of recycled materials, provided their quality, suitability for food purposes and availability are assured. We remain aligned with EU goals to ensure that efforts are maintained but especially to ensure that the enabling conditions are set to further promote packaging innovation and circularity.

### COLLECTIVE ACTION AND SUSTAINABILITY INITIATIVES

Collective action is key in delivering such cross-cutting strategies. This is why AIJN is a supporting member of the **Sustainable Juice Platform**, a collaborative initiative that brings together stakeholders from the whole fruit juice value chain to address CSR-related challenges, fostering integration of sustainable practices and funding projects and research for more sustainable methods of production. Additionally, AIJN supports the **Sustainable Juice Covenant**, which brings together leading industry players to, amongst other actions, achieve **100% sustainable sourcing by 2030**.

# AIJN ADVOCATES FOR

## Enabling legislative framework



To reach the full potential of the juice sector, support is needed from EU policymakers to continue driving the **competitiveness** and the **sustainability** of European industry through an enabling legislative framework which recognizes the **specificities of our sector**.

**In particular, we call on policymakers to:**

-  **Ensure long-term policy coherence and legal certainty**, ensuring that existing measures are implemented, assessed and coherent with already existing legislation before developing new ones.
-  **Guarantee that legislation is science-based and considers industrial realities** through high quality impact assessment (assessing the feasibility and economic costs). This is important for the food sector at large, specifically for juice sector.
-  **Secure a strong Single Market** with uniform implementation of EU food policy to avoid fragmentation and renationalisation.
-  Support an **open trade policy** that bolsters the EU's competitiveness and economic growth.

### Specifically for our sector



#### IN HEALTH

The recognition of the importance of data on 100% fruit juice and to differentiate between 100% fruit juices and other non-alcoholic beverages: fruit juices have a unique composition that deserves a specific assessment.



#### IN TRADE

**Open trade:** Recognizing the global scope of the fruit juice industry, AIJN emphasizes the need for an **open market to sustain our industry's competitiveness and growth**. Lowering trade tariffs is crucial for boosting international trade and seizing global opportunities.



#### IN LABELLING

AIJN supports the foreseen revision of the Food Information to Consumers Regulation (FIC) regulation as AIJN believes that labelling has a key role to play in empowering consumers, and is dedicated to supporting this.

A revision that works for everyone would take into account product specificities and be **science-based thanks to a thorough impact assessment**.

As foreseen in the revised fruit juice directive (2024), when developing the mandatory report to assess the feasibility of origin labelling of fruits for fruit juices, AIJN advocates for an in-depth study that looks not only at all the industrial impacts, but also at the added value of the information that could be provided for the consumer.



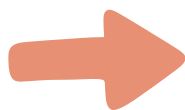
#### IN PACKAGING

**Packaging and packaging waste regulation:** AIJN calls on EU institutions to publish the text in a **timely manner** so that work on secondary legislation may start as soon as possible to give industrials visibility on the way to apply the new rules.


On top of this, AIJN would like to highlight the specific status of **microbiological sensitive products** such as fruit juices and nectars, especially the challenges and even the impossibilities they face regarding reuse.

# AIJN ADVOCATES FOR

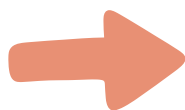
## Support and guidance to boost the green transition and address climate change



### We call on policymakers to:

-  **Holistic sustainability legislation:** The fruit juice industry is significantly impacted by climate change, affecting both our products and production processes. AIJN advocates for a comprehensive approach to sustainability legislation that considers these climate-related challenges and ensures the long-term viability of sustainable practices.
-  **Financial support:** Our sector is actively working to address climate change and to minimize its carbon footprint, yet financial backing is essential to support the green transition. Especially for SMEs.
-  **Sustainable Food System Framework:** AIJN advocates for the EU Commission to continue its work towards the finalization of an impact assessment and publication of this initiative. It should remain a key priority in order to support the industry's transition to more sustainable practices, to further empower consumers and to act on a more systemic scale to protect our planet.

## Recognition and acknowledgment of our products which hold important answers to Europe's food challenges



Fruit juices are rich in essential nutrients, offering a **convenient** way to integrate fruits into daily diets and promoting overall health.

Their **affordability** makes them **accessible** to a wide demographic, promoting health benefits without financial strain.

Additionally, their **shelf life** and ease of storage and transport underscore their **practicality** for households.