



AIJN's Vision for a Healthy & Sustainable Future

AIJN, the European Fruit Juice Association, has championed the fruit juice and nectar industry since **1962**, advocating for the entire supply chain, from producers to bottlers. Our mission focuses on engaging with EU institutions to ensure a thriving future for the fruit juice industry while prioritizing **consumer well-being** and **environmental sustainability**. AIJN promotes the nutritional benefits of fruit juices as part of a **healthy and sustainable diet** while driving sustainable growth through **collaboration and innovation** in response to climate change.



Pillar 1: Our sector's contribution to a healthy lifestyle

The fruit juice industry is committed to promoting a healthy lifestyle by supporting increased fruit consumption across Europe, where only 12% of the population meets the recommended fruit and vegetable intake.

- INHERENT NUTRITIONAL QUALITY** 100% fruit juice contains **no added sugars** and depending on the fruits used, is a source of vitamin C, folate, and potassium, supporting overall health.
- MODERATE CONSUMPTION** Fruit juices are consumed in moderation, contributing only **1-3% of daily energy intake**, indicating that fruit juice does not 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** due to beneficial nutrients like polyphenols and potassium.
- FOSTERING INNOVATION** The industry is introducing **reduced-sugar fruit juices**, aligning with health-conscious consumer demands.



Pillar 2: Our sector's commitment to environmental, social and economic sustainability

The fruit juice sector is committed to environmental, social, and economic sustainability, essential for its future. With climate change impacting food sourcing, the industry prioritizes sustainable practices across the supply chain, aligning with the UN's Sustainable Development Goals (SDGs).

- REDUCING FOOD WASTE** The industry utilizes surplus fruits for juice production, **minimizing waste** and creating new business opportunities. By-products like peels are repurposed for other uses.
- PROMOTING PACKAGING SUSTAINABILITY** AIJN promotes **recyclable packaging** and supports the EU's Circular Economy Action Plan, ensuring packaging meets specific needs while encouraging circularity.
- EFFICIENT USE OF RESOURCES** The sector improves energy efficiency, optimizes water use, and focuses on reducing greenhouse gas emissions as part of its **decarbonization strategy**.
- ENHANCING ECO-DESIGN** The industry develops **lighter, recyclable packaging** and encourages the use of recycled materials while ensuring food safety and quality.
- COLLECTIVE ACTION** AIJN supports initiatives like the **Sustainable Juice Platform** and **Sustainable Juice Covenant**, aiming for 100% sustainable sourcing by 2030 and fostering sustainable practices throughout the value chain.

AIJN ADVOCATES FOR

1: Enabling legislative framework

 AIJN advocates for a supportive legislative framework to enhance the fruit juice sector's competitiveness and sustainability. We urge EU policymakers to ensure coherent, science-based legislation, a unified Single Market, and open trade policies. Key advocacy points include:

Specifically for our sector



IN HEALTH

Recognizing 100% fruit juice's unique nutritional value, **distinct from other beverages.**



IN LABELLING

Supporting science-based revisions to the **Food Information to Consumers Regulation** and careful assessment of **origin labelling** impacts.



IN PACKAGING

Addressing the specific challenges of fruit juices in the Packaging and Packaging Waste Regulation, especially regarding reuse for **microbiological sensitive products.**



IN TRADE

Promoting **reduced trade tariffs** to strengthen our industry's competitiveness and growth.

2: Support and guidance to boost the green transition

 For the green transition, AIJN calls for **comprehensive sustainability legislation**, **financial support** for the green transition (particularly for SMEs), and the completion of the **Sustainable Food System Framework.**

3: Recognition and acknowledgement of our products which hold important answers to Europe's food challenges

 Finally, AIJN emphasizes fruit juices as a solution to Europe's food challenges, offering **essential nutrients**, **affordability**, and **practicality** for consumers.