

AIJN Strategy for the Sustainability of the European juices and nectars sector

Executive Summary

Since its creation in 1962, [AIJN](#) – the European Fruit Juices and Nectars Association – has been dedicated to defending and promoting the interests of the entire juice and nectar supply chain, from raw material producers to the bottlers of juices and nectars. Its missions are to engage with EU institutions and relevant stakeholders to ensure a thriving and sustainable future for the industry, but also to drive the sector forward on common matters such as product quality and sustainability.

Why a sector strategy for sustainability?

This strategy was requested by several sustainability managers from fruit juice companies of different sizes during internal discussions in 2024. Today, sustainability remains a broad and complex concept, and for the industry, many challenges still remain. The main ones are those that are systemic, which concern each company, but that no company can solve alone. These are the ones that require cross-sectoral and coordinated responses.

Three key systemic challenges that have been identified are:

- Achieving a **sustainable and resilient supply chain**.
- **Sustainable fruit and vegetable sourcing**, what it means and how it can be measured.
- Availability of high-quality **ESG primary data** (environmental, social, governance).

AIJN's 2025 Sustainability Strategy for the European juices and nectars sector

This is why AIJN developed a sector-wide strategy on sustainability to support its members – associations and companies of all sizes – in addressing the challenges above.

Developed by an ad-hoc AIJN committee with several sustainability managers, the Strategy was presented to AIJN's Sustainability Committee and then to AIJN's Board of directors, who validated it on the 8th of April 2025. It is an **overarching framework** which highlights the sector's main challenges and proposes some actions to address them, in order to guide sectoral actions on sustainability.

The strategy will focus on sustainable fruit and vegetable sourcing and juice production. This is because currently, upstream activities represent the majority of the emissions within the industry, and are those for which collaboration is the most needed to resolve them.

To address the above challenges, the Strategy is supported by a base of **common definitions and of recommended standards on sustainability**. This is in order to build a common language for the sector and enable it to speak with one voice. For this, AIJN developed a dedicated guidance document which is available on our [website](#).

A key aspect about sustainability is collaboration. AIJN developed this Strategy in tandem with the existing platforms: the Sustainable Juice Covenant (SJC) and the Sustainable Juice Platform (SJP). Each platform has its own missions and scope, delivering on increasing sustainability within the juice sector. Should you wish to know more about them and engage, please do not hesitate to contact them or AIJN.

Visual representation of AIJN's Sustainability Strategy:



Additional actions are foreseen in order to further implement AIJN's Strategy. They will be communicated once they are finalised.

Should you wish to know more, please do not hesitate to get in touch with AIJN's team!

