

fruit juice

ISSUE 45 - MAY/JUNE 2024

FOCUS



SUSTAINABLE SUMMER

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ALSO IN THIS ISSUE • Cold-pressed juices • Energy efficiency in food retail • News round-up



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Steps towards sustainability

Welcome to the May/June issue of *Fruit Juice Focus*. Last month it was confirmed in European parliament that new measures will be adopted to make packaging more sustainable and reduce packaging waste in the EU. The regulation aims to tackle growing waste, harmonise internal market rules and boost the circular economy. Certain single use plastic packaging types will be banned from 1 January 2030.

Companies are already taking the steps towards more eco-friendly packaging, phasing out single use plastic and improving their recycling schemes. The food and drinks industry are experiencing rising prices due to various factors, including increased energy costs, droughts impacting crop yields and inflation. In a market full of beverage options that meet all kinds of consumer desires, retailers will need to come up with some clever pricing for those cost-conscious buyers.

Hopefully the summer month's bring consistent weather conditions and a flourish of new flavours.

Emma Preston, Editor, *Fruit Juice Focus*

If you have any comments or feature suggestions for future editions please contact me at emma@fruitjuicefocus.com

From the publishers of:





Sipping wellness: The rise of cold-pressed juice

In a world where wellness is the new wealth, the quest for healthier living has led many to reevaluate what they consume. Enter JUICE HOUSE CO. – vibrant juice + elixirs crafted from 100% organic, raw, unpasteurized fruits, and vegetables, promising a nutrient-packed punch that's as refreshing as it is revitalizing.

As we delve into this colourful world of liquid wellness, let's explore, one small Bay Area business leading the charge with their commitment to crafting the finest cold-pressed juices with sustainability as their forefront.

Cold-pressed juices

Meet Tiana Duvauchelle, the Owner and Operator behind JUICE HOUSE CO. With an unwavering passion for health and wellness, once a yoga instructor, now juice entrepreneur,

Tiana has built a team of over 40 dedicated employees who rise with the sun to handcraft each batch of juice with love and care. From the moment the fruits and vegetables are sourced from local organic farms to the final pour into a 16-ounce glass bottle, sustainability and quality are at the forefront of every decision.

Picture this: ripe produce, meticulously sourced from organic farms, gently pressed using hydraulic pressure to extract every drop of goodness without compromising on nutrition. That's the essence of

cold-pressed juicing – a process that retains the natural enzymes, vitamins, and antioxidants found in fruits and veggies, delivering a potent concoction bursting with flavour and vitality.

The processing method

But what sets JUICE HOUSE CO. apart from their supermarket counterparts? It's all about the method. JUICE HOUSE CO. has a commitment to providing pure, raw, unadulterated goodness in every

sip, it is at the core of everything we do. Unlike many juice producers, we eschew preservation techniques such as heat pasteurization, chemical additives, high-pressure pasteurization (HPP), and UV light treatment. Instead, we adhere strictly to our philosophy of preserving the integrity of our juice through gentle extraction method, uncompromising dedication to quality and a short shelf life.

GOODNATURE, Hydraulic cold-pressed juicing

Our unique approach begins with the use of hydraulic cold-pressed juicers operating at low speeds. This method minimizes heat generation and oxidation during the extraction process, ensuring that the delicate flavours, nutrients, and enzymes present in the raw fruits and vegetables are preserved to the fullest extent possible. By starting with the highest quality ingredients and employing gentle extraction techniques, we create a liquid feast brimming with essential nutrients and vibrant flavours.

RAW, no compromise on integrity

We refuse to compromise the integrity of our juice in order to extend its shelf life or compete with producers who employ alternative preservation methods. If you can find it on the shelf at a supermarket, then you know they are using preservation methods. We do not use heat, chemical additives, citric acid, HPP, or UV light treatment at any stage of production. Our commitment to purity means that our juice is free from artificial preservatives, additives, and processing aids, allowing the natural goodness of the ingredients to shine through in every bottle.

// A process that retains the natural enzymes, vitamins, and antioxidants found in fruits and veggies



5-day shelf life, unwavering mission

As a result of our dedication to purity and freshness, our juices have a shorter shelf life compared to those produced using preservation methods. However, we believe that the sacrifice of shelf life is a small price to pay for the unparalleled quality and taste of our products. We are not swayed by industry norms or the \$\$\$; our mission, our goal, our intention—these remain steadfastly focused on delivering the highest quality, most nourishing juice possible, regardless of the challenges we may face.

In a market saturated with processed, mischievously labelled, artificially preserved beverages, JUICE HOUSE CO. stands apart as a beacon of authenticity and integrity. Our commitment to pure, raw, unadulterated goodness is unwavering, and we refuse to compromise on our principles in pursuit of extended shelf life or competitive advantage. With every sip of our juice, customers can taste the difference that our dedication to quality and purity makes. It's not just juice—it's a testament to our values, our mission, and our firm commitment to excellence.

The results

End result? A liquid feast brimming with essential nutrients, free from preservatives – just pure, unadulterated goodness in every sip.

But JUICE HOUSE CO. isn't just about serving up the most nutritional cold-pressed juices – it's about fostering a community of wellness enthusiasts who are eager to embrace a healthier lifestyle. At each of their five retail locations, customers are not only treated to a wide selection of free juice samples bursting with flavour and nutrition, but also to a wealth of knowledge and expertise from our passionate staff.

Sustainability

And speaking of sustainability, JUICE HOUSE CO. is at the forefront of sustainability efforts, leading the charge with their eco-friendly packaging and innovative bottle return program. Each 16-ounce glass bottle is not only a vessel for liquid goodness, but also a symbol of their commitment to reducing waste and protecting the planet. Customers can return their bottles for a \$.50 credit towards their next purchase. In a world where environmental consciousness is increasingly crucial,



JUICE HOUSE CO. recognizes the importance of taking proactive steps to minimize their ecological footprint. Their commitment to sustainability extends beyond just the quality of their juice and use—it encompasses every aspect of their business, from production to packaging to distribution. By implementing a glass bottle return program, we are not only providing customers with delicious, nutritious juice but also empowering them to participate in a tangible way in the fight against waste and pollution.

Recycling

The concept behind their bottle return program is simple yet impactful. Customers purchase their favourite juices in glass bottles, enjoy them, and then return the empty bottles rinsed out to any one of the five locations. These bottles are then returned to our production facility and carefully cleaned, sanitized, and either refilled with fresh juice or sent off for recycling. This closed-loop system not only extends the lifespan of the bottles, but also minimizes the need for new manufacturing, transportation, and packaging materials. By encouraging reuse and recycling, JUICE HOUSE CO. is helping to conserve resources, reduce energy consumption, and minimize the environmental impact of their operations.

“ The sacrifice of shelf life is a small price to pay for the unparalleled quality and taste of our products

JUICE HOUSE CO. at its core value promotes the principles of reduce, reuse, and recycle, encouraging customers to make more sustainable choices in their everyday lives. By opting for reusable glass bottles instead of single-use plastic ones, customers are actively contributing to the reduction of waste and pollution. JUICE HOUSE CO.'s bottle return program is just another shining example of how businesses can make a positive impact on the environment while also driving customer engagement and brand loyalty. By promoting the principles of reduce, reuse, and recycle, JUICE HOUSE CO. is empowering individuals

to take meaningful action in the fight to protect Mother Nature. Through their innovative approach to packaging and distribution, JUICE HOUSE CO. is not only delivering delicious, nutritious juice to their customers, but also helping to build a more sustainable future for generations to come.

As we raise our glasses to a brighter, healthier future, let's toast to JUICE HOUSE CO. — a small, local business with a big heart and an even bigger vision for wellness. Here's to Tiana and her dedicated team, and the delicious cold-pressed juices that fuel our journey towards better health, one sip at a time. Cheers! ●

About JUICE HOUSE CO

JUICE HOUSE CO.'s five locations are spread across the California Bay Area—Benicia, Petaluma, Napa, San Francisco, and Emeryville, is more than just a juice bar—it's a beacon of health and vitality in the heart of the Bay Area. Our 100% organic, raw, cold-pressed juice, kombucha, nut mylks and cold brewed coffee are locally sourced, pressed, bottled, and enjoyed!

green coco europe

coconut water



- » Sugar reduction will continue to shape the future of juice globally «
- » Coconut water is the strongest growing segment in the Europe juice market «
- » Coconut water in prime position for the future «

Source: IFU,
The Global Juice Market,
June 2022



30% sugar reduction in juices...

Add coconut water to fruit juice and significantly reduce the calorie and sugar content.
60% multi fruit juice with 40% coconut water = 29kcal / 100ml.

Both young or matured coconut water are now available.
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Latest juice industry news...

ASIA

China invests in tropical fruit trade

The Qinzhou port, in Southern China is a hub for Asian tropical fruit trade, connecting the region with distributors in Indonesia, Vietnam and other major producers.

As part of the country’s enormous global infrastructure strategy, China’s Belt and Road Initiative, the Chinese government has invested in cold storage and express processing lines specifically for tropical fruits at the Qinzhou port, according to local media.

Investments come in the efforts to further open the Guangxi Zhuang Autonomous Region to regional and international trade through ‘a high-quality New International Land-Sea Trade Corridor.’ The aim is to increase ease of access between member states of the Association of Southeast Asian Nations, ASEAN, through railway, road and sea routes.

Liu Ning, Secretary of the Communist Party of China Guangxi regional committee, explained that “to make Guangxi more accessible to the international and domestic markets, the region should better align itself with international economic and trade rules, and work hard to facilitate investment, trade, consumption, capital flows, people-to-people exchanges and logistics,” during a public statement.

From Qinzhou Port, distributors are able to connect with nearby regions, as well as Hong Kong, Macao and the Yangtze River Delta, among other routes, according to local reports.

Freshfruitportal.com

EUROPE

New fresh produce distribution centre opens in Belgium

Jumbo, a Dutch food retailer has opened a new, automated central distribution centre for fresh produce including fruit and vegetables in Nieuwegein, Netherlands.

Towards the end of the year the new facility will supply all 700+ Jumbo stores in the Netherlands and Belgium,

as well as the company’s three online retail fulfilment centres, with items that have a minimum shelf-life of eight days.

According to the company, the facility has a total area of 40,000m2, and can store up to 25,000 pallets, and is expected to save 15,000 truck journeys per year.

“We are very happy and proud that we can put the CDC Vers into use,” commented Karel de Jong, Supply Chain Director at Jumbo. “This distribution centre ensures that we can provide our customers with fresh products even more efficiently and faster.”

He added, “It makes us more flexible in adding range and makes us less dependent on what is a short labour market. Moreover, it contributes to our climate objectives because we now also deliver our fresh products from Nieuwegein to our stores.”

The new CDC is described as highly automated, incorporating robots and other technologies to pick, pack, and ship orders. This should help to improve efficiency and reduce waste.

The center is expected to have a significant impact on the way that Jumbo delivers fresh produce to its customers and will help the company to reduce its environmental impact.

Fruitnet.com

UK

IW Capital invests in UK cold pressed drinks company

Private equity firm, IW Capital has announced a further £3m investment into Daily Dose, a UK based cold-pressed juice and functional drinks company.

Daily Dose, one of IW Capital’s portfolio companies, plan to use the investment to fund the next stage of its growth. Daily Dose, founded in 2016, partners directly with British farmers to upcycle waste produce that would otherwise be thrown away. The company then turns it into cold-pressed juice sold under its own brand as well as through private label contracts.

Following IW Capital’s original investment in 2023, Daily Dose has reported rapid growth and several

new contracts that have seen its products stocked at major retailers. The business has also acquired a new production facility, enabling the scale-up of its juice production operations.

Isobel Egemole, Investment Director at IW Capital, said, “As investors in the business, we’ve seen the extraordinary growth that Daily Dose have achieved to date, and we’re excited to be supporting the business for a second time in this next stage of expansion”.

Foodbev.com

EUROPE

French agriculture cooperative announces new innovation centre

Tereos, a French agricultural cooperative, has announced the opening of its new Customer Innovation Centre located in Aalst, Belgium.

The facility is designed to foster innovation and strengthen collaboration with customers, by offering a range of new services. Tereos’ team, supported by a network of 50 scientists, will ensure customers can innovate and meet the rising consumer demand for healthier and more sustainable products.

Services at the new centre include formulating or reformulating food products to boost fibre content and/or reduce calories and sugar content, while enhancing improved nutritional labelling. The centre also offers analytical testing capabilities including physical measurements, sugar composition, sensory perception, and shelf stability.

Michel Flambeau, Tereos’ Innovation Centre Director, said: “We are committed to providing solutions to our customers to develop recipes that meet higher nutritional standards by leveraging our broad product portfolio combining fibres, cereal-based sweeteners, and proteins.

Tereos’ Sales Director for Europe, Marion Hoff, added, ‘In a marketplace where demands are constantly evolving, the ability to adapt is essential, it’s not only about meeting needs but about differentiation. At Tereos, we understand how relevant this is, and this investment underscores our commitment to innovation and product development that will allow our customers to stay ahead of the curve.”

Foodbev.com

USA

Simply Good Foods acquiring RTD beverage maker

The Simply Good Foods Co. is acquiring Only What You Need (OWYN), New York, a manufacturer of plant-based, ready-to-drink protein shakes, for USD280 million.

“The acquisition of Only What You Need is strategically compelling as it brings a third, complementary brand to Simply Good Foods and further enhances our presence in the fast-growing RTD shake segment,” said Geoff Tanner, president and chief executive officer of Simply Good Foods. “Additionally, OWYN reaches a new, incremental consumer segment that strengthens our category leading presence with retail customers.”

Tanner added that Simply Good Foods expects OWYN to reach approximately USD120 million in sales in 2024.

“This transaction is a continuation of our mission as Simply Good Foods is also committed to providing its consumers with quality products focused on high protein, minimal sugars and low levels of net carbohydrates,” said Mark Olivieri, president and CEO of OWYN. “I’m extremely proud of everything the OWYN team has accomplished in establishing a USD120 million brand in such a short time.”

Food Business News

USA

South African stonefruit championed in the US

South African stonefruit body Hortgro, are to champion its offering in the US as it plans to educate and grow sales.

Wilechia Van Der Westhuizen, Trade Development Manager at Hortgro explains, “Most people in the US view stonefruit as a summertime fruit, and do not expect to find high quality products or availability during the winter months.”

“Since our fruit is harvested at peak of season during our summer months from December to February in the Southern Hemisphere, we are able to provide the US market with high quality and great tasting fruit when it’s least expected to elevate demand.

Hortgro noted that the warmer climate, coupled with rich soil, made for the perfect growing location of stonefruit, like plums and nectarines.

Fruitnet.com

USA

Simply Good Foods acquires RTD beverage maker

Denver based, Simply Good Foods Co. is to acquire plant-based, ready-to-drink protein shakes manufacturer, Only What You Need (OWYN) for \$280 million.

Geoff Tanner, President and Chief Executive Officer of Simply Good Foods said, "The acquisition of Only What You Need is strategically compelling as it brings a third, complementary brand to Simply Good Foods and further enhances our presence in the fast-growing RTD shake segment." "Additionally, OWYN reaches a new, incremental consumer segment that strengthens our category leading presence with retail customers."

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Foodbusinessnews.net

EUROPE

Monin introduces no-added sugar range

Syrup producer, Monin has unveiled 'Pure' by Monin, a new line of no-added sugar concentrates designed to offer authentic flavours without the addition of sugar or sweeteners.

Available in three flavours, Peach Apricot, Mango Passion and Lemon Lime, are made using 'the finest ingredients' and 10% fruit juice. The vegan-friendly drinks use natural flavourings and colouring, with no added preservatives, and contain less than two calories per serving.

Senior Beverage Expert, Lee Hyde at Monin, explained, "Since the government mandated that all hospitality businesses with more than 250 employees must add calorie labels to their menus, we've seen an increased interest from customers for lower calorie and lower sugar drink options".

Hyde continued, "We know that 42% of patrons prioritise taste and quality when dining in a QSR, so we've developed Pure by Monin to help operators expand their low-sugar options, whilst still providing drinks that are full of exciting, aromatic flavours."

"The popularity of the global hard seltzer category is growing, with size predicted to increase at a compound annual growth rate of 8.2% from 2021 to 2028. Pure by Monin taps into this trend, providing a ready-to-use, cost-effective solution for bartenders. Pure can also help outlets reduce raw ingredient waste whilst still delivering a bold, fruity taste."

Offering versatility in a variety of recipes, we're confident that Pure by Monin will prove popular with consumers and give operators a competitive advantage on their drink's menu."

Foodbev.com

EUROPE

Glanbia agrees to acquire Flavor Producers for initial consideration of USD300 million

Glanbia plc has announced that it has entered into an agreement with the shareholders of Aroma Holding Company, LLC and related entities, the owners of Flavor Producers LLC to acquire the business for an initial consideration of USD300 million plus deferred consideration.

Flavor Producers is a leading flavour platform in the US, providing flavours and extracts to the food and beverage industries, with a focus on organic and natural ingredients. Glanbia will operate Flavor Producers within its Glanbia Nutritionals Nutritional Solutions business.

The transaction is consistent with Glanbia's strategy of acquiring complementary businesses to grow its Better Nutrition platforms. Flavor

Producers significantly expands Nutritional Solutions flavours offering, bringing new capabilities in the

attractive and growing natural and organic flavours market which are aligned with long term consumer trends.

Commenting on the Transaction, Hugh McGuire, Chief Executive Officer of Glanbia said:

"I am delighted to announce the acquisition of Flavor Producers, which represents an important step in the continued growth of our Nutritional Solutions business. This acquisition builds on our existing flavours capability and positions us well to capture long term growth opportunities in the organic and natural flavours segments. M&A is an important part of our growth strategy and this Transaction represents a further opportunity to scale our NS business, unlock synergies and acquire unique and complementary capabilities."

Glanbia

SOUTH AMERICA

CP Kelco expands citrus fibre operations

CP Kelco, an ingredient solutions company, has finalised the construction of a second citrus fibre production line at its Matão, Brazil facility, reinforcing its capacity to meet heightened customer demand in the region.

The expansion solidifies the company's position as a leading supplier of citrus fibre to global food, beverage and consumer product manufacturers.

The expanded production line boasts a total capacity of around 5,000 metric tons, providing CP Kelco with ample resources to meet current and future demands for its Nutrava and Kelcosens citrus fibre products.

Didier Viala, President of CP Kelco, said, "We are delighted about reaching this important milestone in our growth

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journey with citrus fibre, which continues to demonstrate tremendous versatility and potential across many application segments and geographic markets”.

Viala continued, “As a result of strong collaboration amongst our global team members and customers since its commercial launch in 2019, our citrus fibre has evolved into a robust product line with growing interest and demand, especially from those interested in meeting consumers’ needs for sustainably sourced and label-friendly products”.

Nutrava has a high dietary fibre content and functional properties, finding applications in a range of food and beverage products.

Meanwhile, Kelcosens serves as a gentle emulsifier alternative in personal care items.

Both products have gained industry recognition, with Nutrava earning upcycled certification from the Upcycled Food Association and Kelcosens receiving the Cosmetics & Toiletries Allē Award for best new natural/bio-derived ingredient.

Foodbev.com

USA

Refresco acquires VBC Bottling Company, beverage manufacturer in California

Refresco, the global independent beverage solutions provider, has announced it has completed the acquisition of VBC Bottling Company.

VBC, a family-owned contract manufacturer of premium beverages, is strategically located in Modesto, California. The acquisition of VBC Bottling Company complements Refresco’s footprint and capabilities in North America, and further strengthens its ability to provide beverage solutions to branded customers.

CEO Refresco, Hans Roelofs, commented:

“Acquiring VBC is another step in executing our proven Buy & Build strategy. The company’s strong customer base strategically located facility, and warehousing capacity further strengthens our footprint in North America. Additional canning capacity along the West Coast improves our ability to service all our contract manufacturing customers.”

Brad Goist, Chief Operating Officer at Refresco North America, said:

“This acquisition is a step forward towards Refresco’s vision of ‘Our drinks on every table.’ We will integrate VBC Bottling Company into our operations to better serve our customers and support their growth goals in the various categories where capacity is needed. I look forward to welcoming the more than 180 employees to the Refresco team and seeing what successes we accomplish together as a team and in the years to come.”

AUSTRALIA

Bae Juice gets USD1 million funding boost to take its Korean pear drink to New York

Bae Juice’s mission to see its hangover prevention cure stocked in more than 1000 stores in New York this year has started to bear fruit, with the Melbourne-based business raising USD1 million in its latest funding round.

Perth billionaire and technology and gaming entrepreneur Laurence Escalante and the Honan Capital family office both backed the once-bootstrapped company in the funding round, with the latter participating for the second time.

The USD1 million funding round comes less than two years after Bae Juice secured its first seed investment of USD500,000 at the end of 2022.

Smartcompany.com.au

UK

The British Prime Minister, Rishi Sunak has announced support for horticulture sector at the Farm to Fork Summit, as government publishes its first UK Food Security Index.

The government has published its first annual UK Food Security Index, with Sunak vowing to go further to support farmers and growers and secure domestic food supply.

The index will allow the government, industry and farmers to monitor the impacts of external factors, such as Russia’s invasion of Ukraine and extreme weather events.

It also sets out how government will track UK-wide food security on an annual basis, by monitoring domestic

food production, land use, input costs and farmer productivity.

Report’s this year shows that the UK farming sector is at its most productive since records began. But also highlights the UK’s reliance on imports, especially in fruit and vegetables.

Currently the UK produces the equivalent of just 17 per cent of the fruit and 55 per cent of the vegetables that end up on British plates, significantly lagging behind meat, dairy and grains.

To help rectify this, a new blueprint has been announced to help grow the UK fruit and vegetable sector and improve the country’s food security.

A new Horticulture Resilience and Growth scheme is set to replace the retained EU Fruit and Vegetables Aid Scheme. Through this new scheme, the government said it will look to double the amount of funding given to horticulture businesses.

The Prime Minister will also launch a review into the barriers the horticulture growers face to upscale their businesses.

A further GBP15m will be invested in Genetic Improvement Networks to boost access to more resilient crop varieties that require fewer inputs and therefore cut farmers’ costs.

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- ◆ **Puree**
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Energy efficiency in the food retail sector

As the world grapples with scarcity and price volatility in gas, oil, and electricity markets, many businesses are being forced to rethink how they source and use energy in their day-to-day operations. In the food industry, rising energy prices pose a critical challenge, as energy use is essential for the production, processing, storage, and distribution of food products. Written by Philip B Farrelly, Managing Partner of Farrelly & Mitchell.

Increased operational costs

In recent years, the food service and retail sector has been hit particularly hard by this trend. Food retail is an extremely energy intensive industry, as products are frequently transported long distances and stored in refrigerated conditions. Rising energy prices have increased operational costs for retailers, harming profits and contributing to higher consumer prices. These challenges are exacerbated by supply chain

disruptions and government policies aimed at securing domestic food and energy supplies, often at the expense of global market stability.

Reducing energy costs has become a priority for many retailers who are exploring more energy-efficient practices and renewable energy sources to mitigate the impact of the crisis on food availability and affordability. For the many progressive businesses, this challenge can be turned into an

opportunity to lower energy input costs while also switching to smarter, cleaner energy solutions that meet long-term sustainability goals.

The scope of the problem

The food retail industry is extremely energy-intensive, with many supermarkets often requiring twice as much energy per square meter compared to non-food retailers. Retailers primarily use energy for

refrigeration, lighting, HVAC (heating, ventilation, and air conditioning), and logistics – all of which is essential for ensuring food safety.

These processes contribute heavily to global energy consumption. Research in the UK has shown that major supermarkets consume approximately 3% of the country's electricity, while studies in the US have revealed that an average grocery store uses 52.5 kilowatt-hours (kWh) of electricity per square foot annually. Moreover, energy use correlates with CO₂ emissions, making retail outlets a major contributor to greenhouse gases and climate change.

Although energy costs are a small percentage of annual turnover in this sector, profit margins are notably thin, meaning that volatile prices can pose an existential threat to stores. This became clear during the height of the energy crisis, with

many retailers resorting to laying off staff, reducing opening hours, or simply closing on certain days to keep costs down. Ultimately, though, it is consumers who are hit the hardest, as retailers increase prices to maintain profitability. In 2022, the EU experienced the highest rates of food inflation for over forty years, putting pressure on low-income households, sparking concern over food insecurity, and triggering calls for increased price regulation and cost caps.

Energy efficiency strategies for retailers

To reduce input costs and keep prices down, more energy-efficient measures must be implemented in the food service and retail sector. Striking the right balance is crucial though, as stores must keep their produce safe while also making sure the environment is welcoming and amenable to customers.

One of the simplest and cheapest places to start for retail outlets is



Open-air refrigerators are a primary culprit, consuming roughly 30% more energy than closed refrigerators

lighting. LEDs, for example, are more efficient and last longer than traditional fluorescent lightbulbs, using up to 80% less electricity and significantly cutting costs. Despite this, LEDs are not universally adopted due to replacement cost aversion. LEDs are also ideal for lighting refrigeration units, as they emit less heat and are not affected by colder temperatures, unlike fluorescent lights.

If the conditions allow, stores can also incorporate natural light through windows and skylights to reduce the need for artificial lighting, and many sustainable supermarkets have successfully integrated motion-sensitive lighting systems to further reduce costs.

Refrigeration is vital for maintaining perishable products. However, it is also extremely resource intensive, accounting for as much as 40% of total energy use in supermarkets and grocery stores. Open-air refrigerators are a primary culprit, consuming roughly 30% more energy than closed refrigerators. While many retailers maintain that open-air fridges promote impulse buying, their excessive energy use has sparked petitions in the UK to ban their use. Blackout blinds can also prove beneficial for retailers, particularly in hotter climates as they can help keep ambient light and temperatures low and further reduce the load on refrigerators.

About Farrelly & Mitchell

At Farrelly & Mitchell, our sustainability and ESG consultants provide essential support to food service and retail outlets looking to reduce costs, improve ESG performance and transition to more sustainable energy systems. Our experts use on-site audits, market intelligence, and data-driven insights to assess your operational performance, and develop customized strategies to enhance energy efficiency.

With the help of our team, you can reduce your energy requirements, transition to cleaner alternatives, and ultimately improve your commercial and ESG performance. Contact us today to discover how we help to improve energy efficiency in retail.

Visit [Energy efficiency in the food retail sector \(farrellymitchell.com\)](https://www.farrellymitchell.com) for more information

// Regular energy audits can help food service and retail outlets identify inefficiencies

Maintenance and inspection

Another crucial component of energy efficiency in retail is ensuring the regular maintenance and inspection of equipment, particularly when it comes to refrigeration units. Ensuring that fridges and freezers are well insulated and free from leaks is critical to preventing energy wastage. Over time, seals can wear out, and insulation can deteriorate, leading to increased energy consumption as the equipment works harder to maintain the same level of performance. By implementing a consistent schedule for the inspection and maintenance of these units, retailers can detect and address issues promptly, thereby maintaining optimal energy efficiency, extending the lifespan of the equipment, and ensuring the safety and quality of the food products. This proactive approach not only contributes to energy conservation but also supports the broader goal of reducing operational costs and minimising the environmental impact of retail operations.

In some cases, larger retailers are generating their own energy to offset requirements. Newly constructed supermarkets are being designed with large roofs fitted with solar panels and heat capture systems designed to recover and reuse excess heat from refrigerators. Government subsidies can further reduce the upfront costs associated with installing renewable energy systems such as solar panels, though the efficacy of them relies heavily on environmental factors, institutional support, and location, and may not be scalable or feasible for smaller retailers.

Improving energy efficiency in retail

As financial pressures mount, improving energy efficiency in retail is key. Conducting regular energy audits can help food service and retail outlets identify inefficiencies and provide insights and guidance for optimising energy use. ●

1964 /
60
/ 2024



Live Naturally
Live Citromax

Lemon Juice

The Spark Behind Refreshing Drinks

Explore our range of organic and conventional NFC and concentrated lemon juices.



Food processors: **Disrupt or be disrupted** - The upstream transformation imperative

Climate change is irrefutably the greatest challenge facing our planet today. Its disruptive effects reach far and wide, impacting everything from human civilization and animal life to plant ecosystems, biodiversity, and even the health of our oceans. It's a clear call to action: addressing climate change must be our top global priority, with all other issues taking a back seat. Written by Mohit Pande, Chief Business Officer at Cropin.

Addressing climate change

At Cropin, we work deeply within the global agricultural ecosystem. From our unique vantage point, it's evident that climate change is a constant topic of conversation with our customers. Discussions around mitigating climate risks and adopting sustainable agricultural practices are woven into the fabric of every interaction.

While the entire agri-food ecosystem feels the impact of climate change, the consequences for Consumer-Packaged Goods (CPG) players are particularly severe. Consider the recent chocolate crisis – a stark example of how climate change disrupts entire industries. A recent Reuters report revealed a troubling development in the cocoa industry: major African cocoa plants in Ivory Coast and Ghana have halted or reduced processing due to financial constraints in purchasing beans.

The first step to making agriculture sustainable is to make the cultivable land traceable



West African countries contribute 60-80% of the global cocoa supply. Cocoa prices have surged to record highs, nearly reaching \$10,000 per metric ton in March 2024. If this crisis worsens, it could disrupt the demand-supply balance, leading to a significant increase in chocolate prices and impacting the revenue and profitability of chocolate makers worldwide.

This crisis is rooted in deep-seated structural issues, including chronic underinvestment in cocoa farms. Most cocoa cultivation is carried out by smallholder farmers, many of whom struggle to earn a living income and lack the resources to reinvest in their land. This results in lower yields over time, highlighted in a recent analysis by J.P. Morgan.



Banana tree disease

Beyond chocolate: A global threat to our favourite fruits

The story of climate change's impact on agriculture extends far beyond cocoa. Take bananas, one of the world's most beloved fruits. The Cavendish variety, representing nearly half of global production, faces an existential threat: a deadly fungus called Panama disease Tropical Race 4 (TR4). First detected in 1990, TR4 has spread to over 20 countries according to the Food and Agriculture Organization (FAO), jeopardizing not just banana prices but potentially the fruit itself. This is just one example. Climate change is disrupting the production of a wide range of fruits – apples, strawberries, grapes, oranges, and mangoes – impacting yield, quality, and overall supply. This crisis is unfolding globally, from Europe and Latin America to Asia, North America, and Africa.

The challenge and the opportunity: Transformation through technology

So, what options are left for the CPG and fruit juice sectors? We can't control the weather or halt climate change. We can, however, transform how we operate within the food system. This requires a complete overhaul of upstream agricultural processes. Embracing modern ideas, mass digitalization, and data-driven approaches are crucial. Additionally, leveraging the power of AI in farming offers promising use cases.

Large-scale adoption of these technologies can have a significant positive impact. We need a major shift in how CPG companies approach crop production, procurement, and supply chains. A tech-driven revolution is essential. Now, let's explore how we can initiate the transformation or

change management process toward a more sustainable, climate-resilient, economically viable, and future-oriented business model for CPG or food processing companies.

The mid-20th-century Green Revolution boosted cereal yields but also led to adverse environmental effects. It held back the 'real green revolution' movement, and investment in agriculture dropped off, as it was not considered profitable. Addressing these challenges demands a renewed focus on sustainable agricultural practices to mitigate climate change and minimize the impact of agriculture on freshwater resources, land use, and greenhouse gas emissions. Simultaneously, it is crucial to make agriculture profitable for the future. The challenge is greater, as highlighted by a McKinsey report that warns of a potential food crisis

surpassing past experiences like the 2007–08 global food crisis.

To overcome these challenges, agriculture must harness the best of scientific knowledge and technology to drive change management and transition to systems that provide:

- Transparency and visibility across crop value chains
- Predictable yield
- Mitigate climate change and drive resilience to it
- Provide intelligence to manage the efficient use of agri-inputs
- Enhance productivity
- Decrease greenhouse gas emissions

Change management for sustainable agriculture

Embracing sustainability is no simple task. The first step to making agriculture sustainable is to make the cultivable land traceable, giving us the potential to transform how we grow food. However, considering the sheer scale of agriculture and the number of unpredictable factors that farming must deal with, this transition cannot be achieved by mere human intervention.

Without digitization, reimagining traditional business models for a more sustainable and productive future in agriculture is impossible. This transformation empowers all stakeholders to increase the per-acre value of cultivation by seamlessly implementing tools and platforms.

First step in change management: A transformation empowering the roots of agri-ecosystem

Agriculture remains a primary source of employment and sustenance for a significant percentage of the population worldwide. So, our approach to transformation must prioritize empowering grassroots stakeholders with accessible technology solutions. Key considerations include:

Agriculture hinges on adopting advanced technologies that facilitate transparency and efficiency

- **Prioritize accessibility and user experience:** The digital transformation must be driven through tools and platforms that are easy to learn and use, even for those with limited tech experience. The diverse demographics of stakeholders in agri-ecosystems necessitate simple-to-use interfaces available in multiple languages. They should be mobile-compatible as the first touchpoint—the farmers and field officers work on the field.

- **Training and capacity building:** Empowerment goes hand in hand with education. We must make these tools accessible and conduct relevant training programs to equip farmers, field staff, and agronomists with the skills and knowledge to harness technology effectively. This will help them maximize the potential impact.

- **Data security and transparency:** The data collated should be secure and accessible to enable informed decision-making. Enterprises must uphold transparent data-sharing practices to build trust within the agricultural community.

Change management techniques: Leveraging platforms to ease adoption of digital agriculture

Deploying an intelligent Agtech platform is essential to achieving the vision of sustainable agriculture. However, for an agribusiness to effectively adopt technology, it first requires a comprehensive platform that connects multiple stakeholders, from farmers to top management.

The platform should provide seamless collaboration and information sharing across the agricultural ecosystem.

Once the platform is in place, the next step is to embrace technologies such as remote sensing-powered AI/ML solutions. These solutions provide invaluable insights into various aspects of field management. By harnessing this intelligence, agribusinesses can gain actionable insights into crop health, water management, pest control, and weather patterns.

Cloud-based platforms with integrated remote sensing-powered AI/ML solutions are crucial in this process. They empower enterprises and farmers with granular, data-driven intelligence, enabling targeted interventions and optimizing resource utilization for a sustainable future.

Change management strategies - Rethinking the business model

With grassroots empowerment and leveraging data-driven intelligence underway, the focus must now be on reimagining business models to align with digital transformation efforts. Enterprises must embrace a paradigm shift in management processes, leveraging data analytics and remote sensing technologies to monitor field operations and optimize resource allocation. This holistic approach enhances profitability and minimizes environmental impact, fostering a harmonious balance between economic viability and ecological sustainability.



Indonesian pineapple farmer

Scaling change and innovation

A strong partnership between the business and technology teams is an important aspect of adopting technology. They should collaborate closely and partner with technology providers to ensure that the core objectives are clearly established, change management processes have been defined and owned top-down within the organization, and constant training and enablement are made available to stakeholders involved in this technology-enabled change and innovation process. The true success of change management will lie in grassroots driving innovation with the adoption of technology.

Technology as a change agent: Empowering productive sustainable agriculture

Transforming conventional farming into modern, sustainable agriculture hinges on adopting advanced technologies that facilitate transparency and efficiency. As the

agricultural sector grapples with sustainability challenges, platforms like the Cropin Cloud, which aims to make every plot on the planet traceable, play a crucial role in driving, monitoring, measuring, and reporting sustainability metrics. This, in turn, improves the productivity of every farm.

Ease of adoption and user-friendly interface

Farmers and agribusinesses must transition from conventional farming methods to modern agriculture. Deploying technology is key to facilitating precise and transparent operations in the agricultural sector. The Cropin platform stands out as a user-friendly interface, particularly favored by stakeholders at the grassroots level for its ease of use and adoption.

Digitalization using the scalable, cost-efficient, and secure Cropin Cloud platform helps monitor, measure, and analyze individual farmers', crops', and fields' unique needs. It provides hyper-

local knowledge while paving the way to standardization at a global level for efficient agricultural management.

Reliable farm data management

Farming companies need an integrated cloud platform to collect reliable data that they can use to gain insights for meaningful and measurable climate change mitigation and adaptation measures. Remote sensing equipment like satellites and drones can record accurate agricultural, weather, and environmental inputs. Sensors, drones, and mobile phone applications can track and monitor farming activities and generate continuous, accurate, reliable, direct data.

Through its Data Hub, the Cropin Cloud platform integrates data from multiple sources to create reports that give in-depth insights into crop growth and harvests. Cropin utilizes near real-time data to derive intelligence that can alert farmers about crises like pest and weed infestation beforehand and enable quick resolution.

Employing climate-smart agriculture (CSA) practices

Adopting climate-smart agriculture (CSA) practices like no-tillage, precision farming, intelligent land use, etc., will reduce agricultural emissions and help mitigate climate change. Monitoring standards and adopting legislation and regulations can ensure that the farming community practices sustainable agriculture. Digitizing farming practices on the Cropin platform enables constant digital monitoring and provides verifiable metrics for sustainability reporting.

AI and data-driven program optimization

Right from crop and seed selection to choosing the right time for harvesting, optimizing agri-input resources, and adopting the best farming practices, technology can be deployed.

Cropin Cloud, an intelligent agriculture cloud, integrates real-time data from remote sensors like satellites, drones and in-field devices like soil sensors to generate AI/ML-driven intelligence. These models generate advisories and alerts to optimize agri-input usage and efficiently mitigate risks. It results in higher yield and quality, while production costs and workloads are reduced by analyzing data and improving forecasting.

Through machine learning algorithms, AI can extract meaningful value from complex big data generated by modern farming operations. Plant

breeding, risk analysis, agricultural machinery and logistics management, and market information are key fields that benefit from AI applications.

Cropin Cloud, a multi-tenant intelligent agriculture cloud platform, provides access to 22 field-tested machine learning models. The Cropin AI Labs continues to develop many more agriculture problem statement-specific models for customers.

A real-life success story from Indonesia on pineapple cultivation

To conclude, let me share a case study from Indonesia, where we deployed our intelligent agriculture platform for large-scale pineapple cultivation. Our customer, a leading food processor in Southeast Asia, aimed to digitize and manage complete pineapple plantations with an effective planning and scheduling mechanism.

To achieve these objectives, we developed a plantation management system custom-built for the market demands, including:

- Target planning and mapping multiple plantations across Indonesia
- Scheduling pineapple-specific standard cultivation activities and implementation
- Data insights on plantation, soil, manpower, cost of machinery, and fertilizers
- Integration of IoT & existing SAP platform

- Formula/rule-based application plans setup

This deployment involved thorough research and on-field maintenance schedules, such as:

- Activity plans scheduled as per field agronomy practices or standards
- Real-time alerts and reports to reduce delays in taking corrective actions
- Reports on plant analysis, cost analysis, resource analysis, and environment analysis
- Global access to securely stored cloud data at the click of a button

By digitizing 10,000+ acres of pineapple plants in Indonesia, we reported a 15% improvement in field operations productivity, alongside benefits like better visibility into upstream processes, improved efficiency, and a high level of field transparency.

As mentioned, the rules of the climate are changing, impacting farm productivity and yields due to unprecedented weather events. The demand-supply gap is widening, signalling significant changes ahead in food processing. Those who are early adopters of technology and climate-smart agriculture, who define sustainable food processing strategies, and who innovate in upstream processes will emerge as winners in a competitive market environment. As John F. Kennedy once famously said, *"Change is the law of life and those who look only to the past or present are certain to miss the future."* ●

FCOJ and FCOJ futures market



Orange Juice futures prices are up again, and it looks like a move above 4.00 per pound will be sustained for at least the near term, reports Jack Scoville.

The release of the latest USDA production estimates shows just how difficult a recovery in production will be for the state. The lost production in the state came from the greening disease and the hurricanes and trees still need to be replanted and allowed to grow to bear fruit. This will take quite a bit of time and USDA is showing that the time for new fruit from new trees is not this year.

USDQA released its latest production estimates for the US and Florida last week. Florida early and mid-season and navel production was left at 6.80 million boxes, unchanged from the previous estimate, but Valencia production was cut 8% to 11 million boxes. Nielsen

is reporting less retail demand due to the higher prices and volumes sold at retail have sagged. The reduced production appears to be at the expense of the greening disease. There are no weather concerns to speak of for Florida or for Brazil right now. The weather has improved in Brazil with some moderation in temperatures and increased rainfall amid reports of short supplies in Florida and Brazil are around but will start to disappear as the weather improves and the new crop gets harvested.

It appears that production will be slow to increase even with the higher prices due to the fact that the trees will need several years to start bearing fruit.

No producer can afford to tear out all trees and then survive as farmers, so the renewal will be slower. That alone should keep prices relatively high, and the renewed retail interest in buying juice instead of pills will help to keep the prices high. ●

About the author

Jack Scoville is a futures market analyst specializing in grains, softs, rice, oilseeds, and tropical products such as coffee and sugar. He offers brokerage services to an international clientele of agricultural producers, processors, exporters, and other professional traders.



About Cropin

Founded in 2010, Cropin is a global Agtech leader. Cropin Cloud, the world's first industry cloud for agriculture, empowers stakeholders to make informed decisions that enhance farming efficiency, productivity, and sustainability through digital technologies and predictive intelligence. Cropin is not merely a participant in the 'Ag-intelligence' movement; we are spearheading it through strategic partnerships with over 250 B2B customers. Cropin has digitized 30 million acres of farmlands, and positively impacted over 7 million farmers worldwide. Our crop knowledge graph, spanning 500 crops and 10,000 varieties in 103 countries, powers the Cropin Cloud in providing predictive intelligence for over 200 million acres of farmland globally. Cropin is at the forefront of uniting agribusinesses, development agencies, international organizations, and governments in leveraging Agtech systems to transform global food systems and attain climate goals.

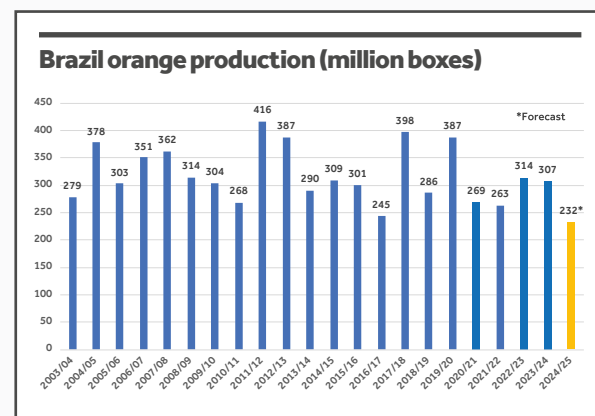
For more information visit www.cropin.com

The first official forecast on Brazil's 2024/25 orange crop has now been released by Fundecitrus. It shows a significant decline in production, adding to the current global supply woes.

BRAZIL 2024/25 ORANGE CROP FORECAST

The 2024/25 orange crop forecast for the São Paulo and West-Southwest Minas Gerais citrus belt is 232.38 million boxes (40.8kg per box). The projected volume is 24% lower than the 307.22 million boxes produced during the previous crop.

Bearing trees total 168.54 million and occupy an area of 336 267 hectares this season. These figures represent a decrease of 748 000 trees.



The average number of fruits per tree in April 2023, without considering the fruit drop that occurs throughout the season, is 453, which represents a decrease of 29% compared with the previous crop.

The projected average drop rate is 18.50% and the final fruit size projection is 241 fruits per box.

Fundecitrus

FLORIDA ORANGE CROP

The USDA's May forecast on Florida's 2023/24 orange crop has been lowered by 1.0 million boxes to 17.8 million boxes. If realized, this will be 13% higher than last season's final production.

The forecast of non-Valencia orange production is unchanged at 6.80 million boxes. The Navel forecast, included in the non-Valencia portion of the forecast, is 180 000 boxes. The non-Valencia harvest is over for the season.

The forecast of Valencia orange production has been reduced by 1.00 million boxes to 11.0 million boxes. Final fruit size is below the average, requiring 271 pieces to fill a 90lb box. Final fruit droppage at 50%, is above the average.

USDA

FLORIDA GRAPEFRUIT CROP

The USDA's May forecast for grapefruit production for Florida's 2023/24 crop is down 200 000 boxes to 1.80 million boxes. The white grapefruit forecast is unchanged at 250 000 boxes. The red grapefruit forecast is now forecast at 1.55 million boxes, against 1.75 million boxes in April. The harvest on grapefruit is relatively complete.

USDA

CHILE APPLE PRODUCTION

Apple production in Chile for the 2024 crop is forecast at 870 000 tonnes, compared with 880 000 tonnes the year before.

USDA

CHILE GRAPE PRODUCTION

Grape production in Chile for the 2023/24 crop is forecast at 635 000 tonnes, compared with 656 300 tonnes the year before.

USDA

If you are interested in data on the trade of any fruit or fruit juice product, please contact Stefan Worsley: contact@juicemarket.info • +44 (0) 7711 564 219

Juice Market

In the May 2024 edition...

ORANGE JUICE – There is speculation that global orange juice consumption will continue to decline at -20% in volume terms due to the sustained high pricing of Brazilian FCOJ.

APPLE JUICE – Growing conditions for next season in Poland were favourable until a cold snap hit the orchards between 20-23 April.

GRAPEFRUIT JUICE – Growing conditions for the next grapefruit crop in Mexico have been good during the first four months of the year.

GRAPE JUICE – The 2024 grape crop in Argentina has now wound up. Production was 25% higher than last year at 18 million tonnes.

LEMON JUICE – The situation on the lemon juice market in Argentina remains fairly similar to last month with an oversupply holding down price levels.

PINEAPPLE JUICE – Current weather conditions are making it difficult to be optimistic about production from the crop in Thailand.

MANGO JUICE – Growing conditions for the upcoming Totapuri crop in India are very dry.

PASSION FRUIT JUICE – Production in Vietnam in April was reportedly good and there are sufficient supplies available for processing as a result.

JUICE DATA – Apple juice concentrate price trend • Lemon juice concentrate price trend • FCOJ futures price trend • Pineapple juice concentrate price trend • Mango juice concentrate price trend



Juice Market is a monthly report covering the fruit juice concentrate market, it includes data, news and market reports to help producers and buyers make informed decisions.

For subscription details and to see a sample edition please contact:

Stefan Worsley: +44 (0) 7711 564219 • contact@juicemarket.info

www.juicemarket.info

The European Fruit Juice Association **welcomes the approval of the** Revision of the EU Fruit Juice Directive

AIJN is pleased to announce that the EU Parliament has approved the Revision of the Fruit Juice Directive on 10 April, marking an important step in the development of the fruit juice and nectar industry.

AIJN welcomes the Revision of the EU marketing standards for the so-called 'breakfast' directives, aimed at bolstering existing marketing standards related to honey, fruit juices, jams, and milk. Specifically, the revision of the Fruit Juice Directive, in force as such since 2012, represents a step forward, bringing the directive in line with contemporary concerns and industry demands. Throughout this process, AIJN has actively collaborated with EU institutions to ensure comprehensive consideration and representation of industry perspectives.



EU Fruit juice directive, juices

Serving as the cornerstone of meticulous legislation, the European Fruit Juice Directive ensures the highest standards of safety and quality for fruit juices, while also offering comprehensive information to consumers across Europe regarding the composition, nature, and authorized processing methods of fruit juices.

The latest revision address several aspects and bring great innovation to the sector:

Introduction of the reduced-sugars fruit juice category: We welcome the introduction of the new category of "reduced-sugars fruit juices", in line with the objectives of the Farm to Fork strategy, offering more choice of products for consumers. More specifically, three products are added, "reduced-sugar fruit juices", "reduced sugar fruit juices from concentrate" and "concentrated reduced sugar fruit juices". Future products can only be called "reduced sugar fruit juice" if at least 30 % of the natural sugars have been removed and they maintain the essential characteristics of the fruit juice from which they come.

Information on sugar content: In Europe, consumers may not always be aware that fruit juices do not contain added sugars. Both institutions agreed that additional transparency is needed. To this effect, they have allowed industry to use the voluntary statement that "fruit juices contain only naturally occurring sugars".

Inclusion of coconut juice: Reflecting the evolving market trends and consumer preferences, coconut has been included in the Directive's Annex V, accompanied by a specified Brix level of 4.5. Additionally, coconut water is acknowledged as synonymous with coconut juice.

Authorization of additional substances for clarification: The directive now accommodates the use of plant proteins derived from wheat, peas, potatoes, and sunflower seeds for fruit juice clarification, ensuring alignment with contemporary practices.

Also the EU Council has voted and approved the Directive at the end of April and it will be soon published in the Official Journal of the European Union, and it shall enter into force on the twentieth day following that of its publication. Member States will then have 18 months to transpose the Directive into their national legislation. In order to allow operators sufficient time to adjust to the new requirements, those national provisions transposing this Directive should only apply from 24 months after the date of entry into force of this Directive.

AIJN reaffirms its dedication to responsible collaboration, advocating for policies that prioritize consumer health and sustainability in the industry.

For more information visit www.aijn.eu or contact Francesca Pelosi at francesca.pelosi@aijn.eu ●

Juice Summit **2024**

The 2024 Juice Summit will take place on 16th and 17th October at the Hilton Hotel in Antwerp, Belgium.



Since the first edition in 2013, the Juice Summit provides a global forum for knowledge sharing and a unique networking opportunity for all fruit juice industry players to shape the future of the sector.

With record participation year after year, the conference guarantees the presence of renowned industry experts who are active on both the European and the international juice scene.

The full agenda will be announced soon.

For further information, to register and updates visit <https://www.juicesummit.org/> or contact aijn@aijn.eu with any questions. ●

Agenda at a glance

Day 1: Welcome	October 16th, 2024 • Hilton Antwerp
16:00 - 20:00	Registration open and welcome coffee
18:00 - 00:00	Cocktail reception and networking evening
Day 2: Conference	October 17th, 2024 • Hilton Antwerp
07:00 - 09:00	Registration open
09:00 - 09:30	Welcome address from the Presidents
09:30 - 11:30	Plenary session No.1
11:30 - 12:15	Juice break and networking
12:15 - 13:30	Plenary session No.2
13:30 - 14:30	Lunch break and networking
14:30 - 16:30	Plenary session No.3
16:30 - 17:00	Juice break and networking
17:00 - 18:30	Plenary session No.4
19:00 - 20:00	Cocktail reception
20:00 - 00:00	Networking dinner

IFU Best Practice **Guideline #4**

Introducing the latest breakthrough in sustainable practices for fruit juice producers: The IFU Best Practice Guideline #4: Thermal Valorisation: Fruit Juice By-Product Valorisation for Steam Generation.

Crafted by the esteemed members of the IFU Science and Technology Commission, this guideline is a game-changer in the quest for circular economy solutions within the industry.

This Best Practice Guideline has a very comprehensive approach. It dives deep into the characterisation of processing wastes from a variety of fruits including peach, apricot, orange, apple, and berries. But it doesn't stop there. The document also delves into the technology required to effectively convert these organic wastes into a valuable energy source: steam.

To aid implementation, the Best Practice Guideline introduces a simulation software tool (SuperPro Designer), making the transition to thermal valorisation easier than ever. But what truly sets this guideline apart is its practicality. Through a

series of examples, it showcases the technical and economic feasibility of thermal valorisation using different fruit processing wastes.

But we're not just stopping with this guideline. Consider it the first step in a journey towards a more sustainable future. Stay tuned for more IFU Best Practice Guidelines focusing on the Circular economy and the optimization of fruit and vegetable juice by-products. Join the movement towards a greener, more efficient industry.

Explore the possibilities with IFU today! ●

The IFU Best Practice Guidelines can be found on the [IFU website](http://ifuwebsite.com) – free of charge for IFU members.

IFU Technical Workshop 2024: Fostering innovation and collaboration in the juice industry



The IFU Technical Workshop took place on Monday, March 18th, 2024, at the Congress Center Cologne, and proved to be an essential gathering for professionals from the national and international juice industry.

This annual event, organized by the International Fruit and Vegetable Juice Association (IFU), serves as a vital meeting point for individuals involved in various facets of the juice sector, including research and development, quality assurance, laboratories, and suppliers.

Sponsorship: Driving success and collaboration

The workshop's success was made possible through the generous support of its sponsors: BioSystems, GfL Gesellschaft für Lebensmittelforschung mbH, and bioMérieux. Their contributions played a crucial role in keeping registration fees low, securing excellent speakers, and ensuring a rewarding conference experience for all attendees. Additionally, Tentamus Chelab sponsored the juice break, while Eckes-Granini contributed by supplying juices and functional waters and beverages. The workshop was further supported by Cologne Exhibition/Anuga FoodTec, who graciously hosted the event and allowed participants to visit its fair free of charge.

A day of insightful presentations and networking opportunities

The workshop kicked off with warm welcomes from Kees Cools, IFU President, and Claire Steinbrück, Cologne Exhibition representative, setting the stage for a day filled with knowledge sharing and networking. Attendees were treated to a diverse range of presentations covering various aspects of the juice industry.

Methods of Analysis: Exploring new frontiers

The morning session delved into methods of analysis crucial for ensuring the quality and authenticity of juice products. Arne Dübecke, Head of Global Center of Excellence for Food Fraud at Tentamus Chelab GmbH, highlighted the implications of Forever PFAS for the juice industry. Mercè

Boix, Business Development Manager at BioSystems, introduced automated Formol Number by photometry as a safer and faster alternative. Prof Dr Thomas Hektor, Director R&D at R-Biopharm, discussed simplified sample preparations for critical components in fruit juices. Markus Jungen, Technical Manager at SGF, provided insights into ensuring authenticity in orange juice production.

Trends and technologies: Innovations driving the industry forward

The midday session focused on emerging trends and technologies shaping the future of the juice industry. Nur Altug, Head of Analytical Science and Regulatory at Doehler, explored the detection of adulteration using FT-IR technology. Sara Menéndez, Sales & Marketing Manager of BQC Redox Technologies, discussed fast-tracking antioxidant capacity analysis, while Benjamin Rubio, Project Manager at Tecnia, introduced non-invasive monitoring for quality control. Hassan Zia, Research Scientist at GfL and HiStab Juice Project, shared recent advancements from the Horizon2020 HiStabJuice Project, offering valuable insights into fruit juice processing.

Nutrition and legislation: Navigating complex regulatory landscapes

The afternoon sessions delved into nutrition, legislation, and the future of food safety. Guillaume Dancoisne, EMEA Augmented Diagnostics Business Development Manager at bioMérieux, explored the role of Industry 4.0 in enhancing food safety and quality. Anthony Albers, CEO and Pierre Volschenk, Business Systems Analyst at Summerpride, discussed the integration of artificial intelligence into juice processing. Judith Hausner, Regulatory Head at VdF, provided updates on nutritional strategies in Germany, while John Collins, Chair of Expert Group at AIJN, presented developments in the AIJN Code of Practice.



(top left) Mercè Boix, Prof Dr Thomas Hektor, Arne Dübecke, Markus Jungen and host Kees Cools; (top right) Sara Menéndez, Benjamin Rubio, Nur Altug, Hassan Zia and host Mikko Hofsommer; (bottom right) Anthony Albers, Judith Hausner, Pierre Volschenk, host Tatiana Campos, Guillaume Dancoisne and John Collins; (bottom left) Audience members

Sustainability: Addressing environmental concerns

The final sessions of the day focused on sustainability initiatives within the juice industry. Patricia Garolera De Nucci, an expert in Engineering & Agroindustrial Processes at EEAOC, highlighted efforts to calculate the carbon footprint in Argentinean lemon juice production. Athanasios Mandis, CEO and Chair of De la Tierra, showcased sustainability examples to inspire, while Gema Vivo Llorca, Project Manager at AINIA, discussed innovative approaches to treating bacterial infections in crops.

Networking dinner: A platform for connection and collaboration

The workshop concluded with a Networking Dinner at "Anno 1858," providing participants with an opportunity to unwind and network in a relaxed setting. Attendees praised the pleasant atmosphere and delicious meal, describing the event as an essential opportunity to connect with industry professionals and forge valuable contacts.

Conclusion and networking dinner

The Networking Dinner held at "Anno 1858" provided a pleasant ambiance, with attendees praising the good atmosphere and excellent meal. Many participants expressed having a great time and meeting excellent contacts, underscoring the value of such gatherings for professional networking and relationship-building.

General workshop content feedback

Feedback on the workshop content was overwhelmingly positive, with attendees lauding its informative and well-organized nature. Many expressed appreciation for the depth of material presented and the opportunity to learn from industry experts, describing it as a valuable experience that enriched their professional knowledge. Some participants noted that the workshop, though enriching, felt too short to network properly, suggesting it should span a couple of days — which will of course be implemented at the IFU Juice Conference in India. Nevertheless, the opportunity to interact with other professionals in the juice industry and hear about the latest trends was greatly appreciated.

Continued learning opportunity

For those craving more technical insights, the 2nd European Beverages Quality Conference, organized by bioMérieux and held the day after the workshop at the same location, delved deeper into microbiology topics, offering a complementary learning opportunity to further enrich participants' knowledge.

Looking ahead: IFU Technical Workshop 2025

As plans take shape for future workshops, organizers announced that the IFU Technical Workshop 2025 is scheduled to take place in Turkey, likely in April. Participants can anticipate another enriching experience, building on the successes of previous workshops and continuing to foster collaboration and knowledge exchange within the juice industry. ●

Exploring innovation and sustainability: The Global Juice Roadshow 2024, China

The Global Juice Roadshow 2024 made its mark in Shenzhen, China, on Thursday, April 25, 2024, at the Shenzhen Convention and Exhibition Centre. Supported by leading industry players including JBT, Bucher Unipektin, AB enzymes, R-Biopharm, Anuga FoodTec, Anuga Select China, Thaifex Anuga Asia, and CibusTec, this event aimed to offer a unique training for the Chinese juice industry.

Special highlights: Opening ceremony with Ms. Yu Lu

IFU and SGF were invited by cooperation partner Anuga Select China to attend the opening ceremony, which proved to be an engaging and insightful event. The ceremony provided a platform for networking and dialogue, with attendees having the opportunity to converse with Yu Lu, Vice President of China Chamber of Commerce of Foodstuffs and Native Produce (CCCCFNA). Ms. Lu's presence and support the next day at our conference added prestige to the roadshow, highlighting the significance of collaboration and partnership within the industry.

Seminar program highlights

The seminar program kicked off with a warm welcome and opening remarks by Alexandra Heinermann, General Manager of SGF and Ute Latz, Account Manager at SGF

International, shed light on SGF's member services, emphasizing their commitment to quality assurance in the juice industry. Maria Schlaffer, Marketing Director at IFU, elaborated on IFU's role in powering the global juice industry, emphasizing their efforts in driving success and innovation.

Technical insights and expertise

Aintzane Esturo, Technical Director at IFU, discussed IFU's analytical methods and developments, providing attendees with valuable insights into quality control measures. Nenad Dragicevic, Technical Manager at SGF, shared quality observations, while Ian Zhao, an SGF auditor, provided practical advice on preparing for and passing the SGF audit.

Challenges and sustainability

The afternoon sessions delved into challenges and sustainability initiatives within the industry. Lily He,



(left) From left to right: Aintzane Esturo, Nils-Holger Glomme, Yu Lu, Maria Schlaffer; (right) Opening session



(top row left-right) Alexandra Heinermann, Yu Lu, Nils Holger Glomme, Lily He; (bottom row left-right) Klaudija Milos, Jose Biot, Visit to HEPU

Technical Director of R-Biopharm China, discussed simplified sample preparations for critical components in fruit juices, offering practical solutions for quality assurance. Klaudija Milos, Business Director at AB Enzymes, explored the role of enzymes in tropical fruit processing, emphasizing their potential in enhancing efficiency and sustainability.

Practical applications and solutions

Nick Shea, Managing Director of Bucher-Unipektin New Zealand, provided insights into the theory and practical approach of ion interchange and adsorption in the juice industry in an online presentation. Jose Biot, Global Technical Director Citrus Processing at John Bean Technologies Corporation, highlighted the pursuit of zero residue in citrus and tropical fruit processing, underscoring the importance of sustainability.

Closing and conclusions

Aintzane Esturo, Technical Director at IFU, concluded the seminar with final remarks, emphasizing the key takeaways

and insights gained throughout the day. The event concluded with a sense of accomplishment, as participants left with newfound knowledge and connections within the industry.

Technical visit to Hepu Perfuming Pineapple Processing Plant

As a thrilling addition to the roadshow, organizers and sponsors had the opportunity to embark on a technical meeting and visit to the Hepu Perfuming Pineapple Processing Plant. From witnessing the journey of pineapples from farm to factory to experiencing the efficiency and precision of the processing line, the visit – led by the chairman of the company himself – provided invaluable insights into pineapple processing and sustainability practices within the industry.

The Global Juice Roadshow 2024 in China proved to be a platform for exploration, innovation, and collaboration, setting the stage for future advancements in the global juice industry. ●

Follow the GLOBAL JUICE ROADSHOW on [LinkedIn](#) for live-updates of all roadshows and many more pictures, and join us on our next [roadshows](#) in Bangkok, Thailand on May 31st and Dubai, UAE on November 4th.

If your association wishes to submit any event details or news items please email emma@fruitjuicefocus.com

INTERNATIONAL

IFU. The International Fruit and Vegetable Juice Association

23, Boulevard des Capucines-F 75002 Paris, France
Tel: +44 1934 627844 Mobile: +44 7850 910989
Email: john@ifu-fruitjuice.com
Web: www.ifu-fruitjuice.com

SGF International e.V.

Marie-Curie-Ring 10a, 55291 Saulheim, Germany
Email: info@sgf.org Web: www.sgf.org

EUROPE

The European Fruit Juice Association

AIJN Secretariat, Rue de la Loi 221 box 5, B-1040 Brussels, Belgium
Tel: +32 (0)2 235 06 20; Fax: +32 (0)2 282 94 20
Email: aijn@aijn.org Web: www.aijn.org

AUSTRALIA

Fruit Juice Australia (FJA)

Australian Beverages Council, ABN: 12 115 440 166
2/2 Allen Street, Waterloo, NSW 2017
Tel: +61 2 9698 1122
Email: info@australianbeverages.org
Web: www.fruitjuiceaustralia.org

AUSTRIA

Verband der Fruchtsaft- und Fruchtsirupindustrie

Association of Beverage Producers Austria,
Zaunergasse 1-3, 1030 Wien, Austria
Tel: +43 (0) 1 713 15 05; Fax: +43 (0) 1 713 39 46
Email: getraenke@dielebensmittel.at
Web: www.getraenkeverband.at/fruchtsaft

BELGIUM

AJUNEC

Belgian Association of Producers, Bottlers and Importers of Fruit juices and Fruit Drinks.

Rue de la Science 14, 1040 Brussels, Belgium
Tel: +32 (0)2 550 17 57 Email: contact@ajunec.be

BRAZIL

CitrusBR – Brazilian Association of citrus exporters

Rua Joaquim Floriano, 820 – room 193 – 04534-002 – São Paulo – SP – Brazil
Tel: +55 11 2769-1205 Email: citrusbr@citrusbr.com
Web: www.citrusbr.com

CHINA

China Beverage Industry Association (CBIA)

No.2C, Dongsanhuanbeilu, Chaoyang District, Beijing
Tel: 86 10-84464668
Email: zyx@chinabeverage.org
Web: www.chinabeverage.org

DENMARK

Danish Fruit Juice and Jam Industries

1787 Copenhagen V, Denmark
Tel: +45 33 77 33 77; Fax: +45 33 77 34 20
Email: gh@di.dk Web: www.foedevarer.di.dk

FINLAND

Finnish Fruit & Vegetables Industries' Association

PO Box 115, Pasilankatu 2, 00241, Helsinki, Finland
Tel: +358 914 88 72 28; Fax: +358 914 88 72 01
Email: elisa.piesala@etl.fi Web: www.etl.fi

FRANCE

UNIJUS - Union Nationale des Producteurs de Jus de Fruits

Boulevard des Capucines 23, 75002, Paris, France
Tel: +33 1 47 42 82 82; Fax: +33 1 47 42 82 81
Email: aroyant@unijus.org Web: www.jusdefruits.org

GERMANY

The Association of the German Fruit Juice Industry (VdF)

Mainzer Straße 253, 53179, Bonn, Germany
Tel: +49 228 95 46 00; Fax: +49 228 954 60 30
Email: info@fruchtsaft.org
Web: www.fruchtsaft.org

QJF, Quality Juice Foundation

Marie-Curie-Ring 10a, 55291 Saulheim
Email: info@qualityjuice.org
Web: www.qualityjuice.org

IRELAND

Irish Beverage Council

84/86 Lower Baggot Street, Dublin 2, Ireland
Tel: +353 1 6051622
Email: kevin.mcpartlan@ibec.ie

ITALY

A.I.I.P.A. – Associazione Italiana Industrie Prodotti Alimentari

Corso di Porta Nuova 34, 20121, Milano, Italy
Tel: +39 02 65 41 84; Fax: +39 02 65 48 22
Email: f.peron@aiipa.it Web: www.aiipa.it

Federvini

Via Mentana 2/B, 00185, Roma, Italy
Tel: +39 06 44 69 421; Fax: +39 06 49 41 566
Email: federvini@federvini.it
Web: www.federvini.it

Conserve Italia Soc. Coop. Agricola

Via Paolo Poggi, 11, 40068, San Lozzaro Di Savena (Bo), Italy
Tel: +39 051 6228 495; Fax: +39 051 6228 540
Email: gcapra@ccci.it Web: www.conserveitalia.it

JAPAN

Japanese Fruit Juice Association (JEJA)

Japan, 105-0012
Tel: 81 03 (3435)0731
Email: kaju-ins@orion.ocn.ne.jp,
kaju-kyo@cello.ocn.ne.jp
Web: www.kaju-kyo.ecnet.jp

MIDDLE EAST

Arab Beverages Association

Chtoura, Main Road, Mansour Center 2, 2nd floor, Bekaa', Lebanon
Tel: 00961 76 631451 Mob: 00961 3 246683
Email: mouniraj@arabbeverages.org
Web: www.arabbeverages.org
Web: www.abce.me/

THE NETHERLANDS

Dutch Association Soft Drinks, Waters, Juices - FWS

Postbus 179, 2501 CD, Den Haag, The Netherlands
Tel: +31 70 3180710; Fax: +31 70 3106173
Email: rgianotten@dranken.org
Web: www.fws.nl

NEW ZEALAND

New Zealand Beverage Council (NBC)

PO Box 47, Auckland 1140, New Zealand
Tel: + 64 9 309 6100
Email: info@beveragecouncil.org.nz
Web: nzbeveragecouncil.org.nz

PERU

Procitrus (PCGA)

Av. Nicolás Arriola N° 314 Oficina 903 Urb. Santa Catalina La Victoria, Lima 13 - Perú
Tel: (51-1) 224-9026
E-mail: procitrus@procitrus.org
Web: www.procitrus.org

POLAND

Polish Association of Juice Producers (KUPS)

Ul. Rakowiecka 36, lok 339, 340, 02-532, Warsaw, Poland
Tel: +48 22 6063863; Fax: +48 22 6464472
Email: biuro@kups.org.pl
Web: www.kups.org.pl

RUSSIA

Russian Union of Juice Producers (RUJP)

3/1, Arkhangelskiy pereulok, Moscow 101000, Russia
Tel/fax +7 (495) 628-99-19
Email: rsps@rsps.ru
Web: www.rsps.ru

If you would like your association listed here please email emma@fruitjuicefocus.com

SOUTH AFRICA

South African Fruit Juice Association (SAFJA)

258 Main Street, Paarl 7646, South Africa
Tel: +27 (0) 21 872 4145
Email: info@safja.co.za
Web: www.safja.co.za

SPAIN

National Association of Juice and Gazpacho Manufacturers

Zumos y Gazpachos de España (Juices and Gazpachos from Spain)
C/ Velázquez, n°64, 3ª Planta, 28001, Madrid
Tel: +34 91 559 24 52
Email: comunicacion@zumosygazpachos.com
Web: www.zumosygazpachos.com/es

SWEDEN

Swedish Juice Association

Livsmedelsföretagen (LI) – Swedish Food Federation
Box 55680 (Storgatan 19), 102 15, Stockholm, Sweden
Tel: +46 8 762 65 03; Fax: +46 8 762 65 12
Email: rasmus.backstrom@li.se
Web: www.li.se

TURKEY

Turkish Fruit Juice Industry Association (MEYED)

Barbaros Mah. Akzambak Sok. Uphill Tower A1 Blok Kat 1 D 6 34746 Ataşehir/ İstanbul - Türkiye
Tel: +90 (216) 373 23 62
Email: meyed@meyed.org.tr
Web: www.meyed.org.tr

UNITED KINGDOM

British Soft Drinks Association

20-22 Bedford Row, London, WC1R 4EB, UK
Tel: +44 20-7405-0300; Fax: +44 20-7831-6014
Email: gavin@britishsoftdrinks.com
Web: www.britishsoftdrinks.com

British Fruit Juice Association

Shoelands House, Seale, Farnham, Surrey GU10 1HL, UK
Email: info@bfja.org
Web: www.bfja.org

USA

Juice Products Association

529 14th Street, NW, Suite 750, Washington, DC 20045, USA
Tel: 202-591-2438
Email: jpa@kellencompany.com
Web: www.juiceproducts.org

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Tel: +44 (0) 7711 564 219

Email: stefan@ernestworsleypublishing.com

www.ernestworsleypublishing.com

www.fruitjuicefocus.com

Publisher:

Stefan Worsley

stefan@ernestworsleypublishing.com

Editor:

Emma Preston

emma@fruitjuicefocus.com

Design:

David Barden Creative Ltd

www.davidbardencreative.co.uk

Advertising:

Kate Shanley

kate@fruitjuicefocus.com

+44 (0) 7515 958 037

Contributors:

Jack Scoville

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