

fruit juice

ISSUE 48 - NOVEMBER/DECEMBER 2024

FOCUS



SEASONAL SOURCING

Sugar reduction technology

ALSO IN THIS ISSUE • Acerola cherries • Tropical fruit sugars • Sustainability initiatives

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Savouring sweetness

Welcome to the November/December issue of *Fruit Juice Focus*. Inside the final edition of the year, we hear about some of the initiatives that the industry is working on to raise the bar for sustainable sourcing in the global juice sector. Consumers are striving for sustainable produce which is bound to continue in 2025.

The demand for nutritious beverages prompted innovations in product offerings, including naturally sweetened juices with reduced sugar content. Consumer preferences are still focused towards healthier ready-to-drink beverage options.

Orange juice prices reached an all-time high due to extreme weather conditions and citrus greening disease, which severely impacted the orange production in Brazil. Hopefully those growers can thrive next year and there are further developments to fight the ever-damaging greening disease.

We look forward to another year of what the juice industry has in store!

Thank you for reading – enjoy the holidays.

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:



Restoring the glory days of juice and fruit products by reducing innate sugars

Good morning to you, reader of this article... What did you have for breakfast? An egg, toast with jam, a small salad, coffee, and probably a glass of Juice? Most of us see this breakfast menu as the perfect healthy way to start the day. But is it? We grew up knowing that "one glass of juice a day keeps the doctor away."

Written by *Eran Blachinsky, CTO & Co-Founder, Better Juice*

Sugar content in juice

100% fruit juices were considered healthy as they contain vitamins and minerals but also natural sugars that add up to a substantial amount. For example, orange juice contains 11% sugar, 16% mango, 20% grape, and more. As published in the New York Times (July 7th, 2018), "In the past decade or so, we have succeeded in recognizing the harm of sugary beverages like soda. We can't keep pretending the juice is different".

Physicians and dieticians recommend reducing juice consumption and taking supplementary vitamins instead.

Health impacts of sugar

Sugar is the major contributor to 21st-century pandemics: an overweight population, obesity, and diabetes. Sugar was also found to be related to other diseases such as cancer, heart failure, and more. In 1972 John Yudkin published a book, "Pure, White and

Deadly," describing the deadly effects of sugar overconsumption. He was a pioneer in describing for the first time what today is a piece of common knowledge to us all.

Juice, by definition, consists of 100% squeezed fruits. It cannot contain any additives, and all its sweetness originates from the natural sugar residing in the source of the Juice, fruits, and vegetables.

Artificial sweeteners

More than 20% of an average daily sugar intake originates from drinks, and the need for sugar is enormous. Three years after its discovery, in 1897, Saccharin, the first artificial sweetener, was used in the food and drugs industry. Since then, replacing sugar has been common in beverages and foods. Saccharin just opened the niche for many other sweetening molecules like Aspartame, Stevia, Monk fruit, and many more.

Artificial beverages could be sugar-free by replacing the added sugar with a substitute. We see it in so many artificial diets or zero versions (without mentioning specific brands). By just looking at the supermarket's shelves near you, the reader can see that the diet/zero area is more than half of the total beverage shelves.

Moreover, other sugar-reduced products have emerged, filling the shelves with sugar-reduced, no-sugar-added products like yogurt, jam, chewing gums, sorbet, cereals, and more.

At the diet/zero products shelves, you can see various sweetener alternatives and sugar replacers. Sometimes, you see more sugar-reduced products than the original ones, with real sugar.

Can we say that the efforts for reducing sugar achieved its maximum effort? Can we say there is no sugar left in food products?

“ We have succeeded in recognizing the harm of sugary beverages like soda. We can't keep pretending the juice is different



Natural sugars

Obviously, this article highlights that there is still a lot of sugar in food products that is left, food products having juice, concentrate, or puree as an ingredient. There was always this glass ceiling of the fruit ingredient in the product. In a jam, at least 30% is fruit; by definition, the jam cannot be sugar-free as there is a substantial amount of fruit with its sugar.

To emphasize the need for reducing sugar from fruit juice, puree, or concentrate, it is easy to look at the 100% juice shelves. You see no sugar-free alternatives, and the same goes for all products like juices where sugar naturally resides.

As a direct result of the growing awareness that juice is not as healthy as we thought it was, people started to drink less juice and drink more diet alternatives or water.

The juice market is declining, and we, the juice lovers, have lost one of our morning treats, a cold, tasty, fresh, rich one with healthy vitamins to keep the doctor away.

And as mentioned, it goes beyond juice. All products containing fruit

juice, puree, or concentrate are at the center of this.

Is it worth drinking juice for the vitamins with all that sugar? The answer is no.

The desire for vitamins

Despite the trend of consumers to buy natural products with no artificial ingredients or additives, they must compromise on drinking sugar-free beverages and take pills for vitamins.

We lost the natural source for vitamins, and the pharmaceutical industry gained the opportunity to sell vitamin supplements as pills.

But can we have it all in one glass? Natural products with low sugar content and lots of vitamins? Can we break the glass ceiling of natural sugar and have fruit-containing food products without sugar? ...Yes!

Reducing innate sugars

Better Juice scientists searched for a solution to restore Juice's glory days by reducing the innate sugar.

The concept was to find the natural solution without any modifications.

Today, Better Juice develops and manufactures immobilized non-GMO enzymes that are able to change the sugar molecules to other non-digestible, natural molecules. The immobilization of enzymes enables us to use the same enzymes over and over again for two months. The two-month use of the same immobilized enzymes requires a cleaning procedure that keeps the enzymes clean and with low to non-microbiology counts. The food-grade cleaning procedures were also developed at Better Juice and rely on a specific process that requires a special reactor. The reactor was designed by the finest engineers of the GEA group, allowing the user to keep the process clean and sanitized precisely, keeping the enzymes safe and active. The immobilized non-GMO enzymes bio-convert all kinds of juice sugars (sucrose, glucose, and fructose) without altering fruit flavour, colour, or smell, with some sweetness loss depending on the sugar reduction levels. The ability to bio-convert all types of sugar allows the user to choose its sugar

FEATURE

Reducing innate sugars



reduction levels of up to 80% less sugar in all fruit varieties.

The unique bio-converter reactor can be implemented in any factory around the globe. It can be part of the production flow or a stand-alone device. The size of the reactor can depend on the needs of the producers, and the sugar reduction levels can be tailored to the requirements of the producers.

Better Juice experts will follow the installation and guide the operators for a long and effective use of the reactor and the immobilized enzymes.

As for the added costs? The effect of the added costs to the producers is low, and in some countries, it is an advantage as there are sugar taxes, and a product with less sugar pays less tax, returning some if not all the investment back.



The immobilized non-GMO enzymes bio-convert juice sugars (sucrose, glucose, and fructose) without altering fruit flavour, colour or smell

The final product

Another unique advantage of Better Juice technology is that the final product, sugar-reduced juice, improves its health benefits by enriching it with dietary fibers. The vitamin content stays the same as that of the sourced Juice. In the end, the product is a 'Better Juice'.

Reducing sugar also reduces the caloric value of products. Each sucrose, glucose, and fructose have the same caloric value. Sugar-reduced juice is also calorie-reduced. This understanding opens the possibility for obese or overweight people to drink juice or reduces the guilt of consuming these calories.



A product with less sugar pays less tax, returning some if not all the investment back

For diabetics, the Better Juice solution reduces the glycemic index to almost zero. It is very hard for a nondiabetic person to understand living without sugary products; they are everywhere, and sometimes the sugar is hidden in the form of a fruit content.

Sweet treats

Returning to the breakfast menu, jam, yogurt with fruit, cereals with fruits, sorbet, and other treats that spoil us with the tasty fruit content. All these products contain fruit concentrate or puree. You can find low-sugar jam or sorbet. Sometimes, with the approval of the diabetic associations, the specific product is for diabetics. Approving the above products for people with diabetes came as a compromise, understanding that these products were initially developed with added sugar; hence it is relatively easy to add a sweetener and bulking agents to replace the added sugar content. So far, that was the only option. If a diabetic person or a sugar-calorie-conscious person would like to have a sugar-free jam, he could not have it as jam, by definition, contains 30% fruit.

Here, as well, a Better Juice solution can help. The Better Juice technology can reduce the sugar from juice puree and concentrates products. Manufacturers can use these sugar-reduced ingredients for their foodstuffs and offer a sugar-free jam (for example).

Opportunities for the food and beverage sector

This opens a huge range of options for the food and beverage market to develop healthier products without sugar but with all the fruit advantages of vitamins, colour, smell, and prestige.

The target market is enormous. Juices are a commodity sold all around the globe, and sales are estimated to be \$100B global for juice and over \$500B of juice-based products, including beverages, ice creams, jam, confectionary, and more.

Better Juice revolutionizes the \$100B juice industry by providing a solution to a huge need for sugar reduction.

Better Juice is in constant progress, and we are continuously expanding our portfolio of enzymes. Other natural solutions will be revealed soon.

Better Juice technology advantages

- All types of juice sugars (sucrose, glucose, and fructose) are bio-converted, and the process is applied to all fruit juices. It can be used on any natural sugary product like honey, maple, sugarcane molasse, and others.
- All food products containing fruit as an ingredient (jam, yogurt, sorbet, and more) can be sugar-reduced or even sugar-free.
- Operation costs have a low impact on the final juice costs.
- The process harbors capacity and conversion rate flexibility that enables integration into existing manufacturer facilities, assuring the production of a unified, pasteurized, tasty, and healthy Juice.
- Fruit flavour, smell, colour, and texture are not changed.
- Environmentally friendly as all materials composing the reactor filler are food grade and can be used as feed after usage.

Visit www.better-juice.com to find out more and discuss further. ●

About Better Juice

Better Juice was established in 2018 by a team of prestigious food and science disrupters and are on a mission to introduce more nutrition and creativity into food design, whilst ensuring production simplicity and sustainability.

The company is backed by venture capital firms and manufacturers that nourish the food-tech ecosystem. The Better Juice technology reduces fruit sugars by converting them into nutritious dietary fibres and non-digestible sugars. Using natural enzymes in non-GMO microorganisms, this device inserts as a simple pass-through production step.

Latest juice industry news...

EUROPE

Refresco completes acquisition of Frías, enhancing Plant-Based beverage portfolio

Refresco, the global independent beverage solutions provider for retailers and global, national, and emerging (GNE) brands in Europe, North America, and Australia, today announces the successful closing of its acquisition of Frías Nutrición, a leading manufacturer of plant-based drinks in Spain. This transaction, first announced on 22 July 2024, strengthens Refresco's position in the rapidly growing plant-based beverage category.

Frías, located in Burgos, Spain, employs approximately 250 people and specializes in producing private label plant-based drinks, including almond, rice, hazelnut, and soy options for key retailers in Spain and beyond. This acquisition complements Refresco's existing operations in Spain and significantly expands its capabilities in the plant-based drinks sector.

CEO Refresco, Hans Roelofs, commented: "As part of our proven Buy & Build strategy, we are looking to expand our capabilities in existing and adjacent beverage categories. The acquisition of Frías not only enhances our footprint in the plant-based drinks market, but it also allows us to better serve our European customers and accelerates our product innovation capabilities. We are excited to welcome the talented Frías team and are dedicated to a seamless integration process that will drive mutual growth."

With this acquisition, Refresco reaffirms its commitment to delivering high-quality, innovative beverage solutions to its customers, while also further enhancing its service offerings.

Refresco

USA

Celsius holdings boosts innovation and production capabilities with strategic acquisition of big beverages contract manufacturing

Celsius Holdings has announced that it is boosting its innovation and production capabilities with the acquisition of Big Beverages Contract Manufacturing,

L.L.C. for USD75 million. The transaction was completed using cash on hand and closed on 1 November 2024.

The strategic transaction provides Celsius with a 170,000-square-foot, modern manufacturing and warehouse facility that is expected to provide greater supply chain control, quicker innovation cycles and greater production flexibility. Charlotte, N.C.-based Big Beverages is a longtime Celsius co-packer, and the facility will continue to be principally dedicated to the manufacture of Celsius products. The Big Beverages management team and workforce are expected to remain with the operation.

Financial Times

EUROPE

Watchdog looking into takeover of Britvic

A competition watchdog has begun an investigation into Carlsberg's GBP3.3 billion agreement to buy soft drinks company Britvic, best known for Robinsons squash and J2O.

The Danish brewer said it wanted create a single beverage company called Carlsberg Britvic to grow its business in the UK and western Europe.

However, Competition and Markets Authority (CMA) has been investigating potential concerns that it could reduce competition across the UK market.

Britvic, external, which is based in Hemel Hempstead, Hertfordshire, had previously rejected a GBP3.1 billion bid, but both companies announced an agreement in July. The two drinks giants said the integration of Carlsberg's array of beers with Britvic's soft drinks would create an "enlarged international group" that could expand into "multiple drinks sectors".

The CMA said it planned on gathering information before kickstarting a formal investigation. CMA is a competition watchdog which looks into concerns such as whether a merger or takeover could result in market dominance at the expense of consumers with higher prices, lower quality products or less choice for customers.

People have been invited to have their say on the potential impact it could have on competition in the UK and submit their thoughts to the watchdog.

Carlsberg, external, which also owns lager brands including Kronenbourg 1664 and Brooklyn, said it believed the integration with Britvic could secure it GBP100 million in cost efficiencies a year.

Britvic also holds an exclusive licence with US partner PepsiCo to make and sell brands such as Pepsi, 7up and Lipton iced tea in the UK.

The acquisition was approved by Britvic's shareholders last month, with the firms expecting to complete the deal in the first few months of 2025 should they get the approval from the competition regulator.

Ten years ago, Britvic closed its bottling plant in Chelmsford in Essex, where it was founded, but it still has factories in Leeds, Beckton in east London, and Rugby, with centres in Lutterworth, Solihull and Tamworth.

Carlsberg's brewery network, external includes the Carlsberg brewery in Northampton, Marston's in Burton upon Trent and Banks's in Wolverhampton.

BBC

AUSTRALIA

TOMRA Food extends Major Corporate Partnership with Citrus Australia

Global food technology firm TOMRA Food has extended its partnership with Citrus Australia – remaining on board for a further two years as the peak body's Major Corporate Partner in the sorting equipment sector.

TOMRA Food's APAC division has hubs in Australia and works closely with Citrus Australia around developing packhouse machinery with fast and hygienic capabilities, including blemish detection and accurate grading.

"We're delighted to continue our partnership with TOMRA Food – they really are leaders in their field when it comes to sustainable and efficient sorting, grading and packing solutions for our members," said Citrus Australia CEO Nathan Hancock.

TOMRA Food works closely with growers, packers, and food processors around the world – and Mr Hancock



Sharing the value of nature

FROM FARM TO



TOMATO PASTE



JUICE CONCENTRATE & NFC



PUREE

POUCH CO-MANUFACTURER



SAUCES & DRESSINGS



CHILE
Mediterranean Climate



+30 years bringing the best of Chile's fields to the world

Certified quality in every step of the process



Contact : agrozzi@carozzi.cl [Agrozzi.cl](https://www.agrozzi.cl)

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said Citrus Australia's partnership with the firm was essential to ensure Australia's citrus growers could stay on top of the latest in fast and efficient post-harvest technologies.

TOMRA Food's APAC region leader, Paul Slupecki, said the new two-year partnership with Citrus Australia was an exciting one and that the company was committed to further improving post-harvest activities for Australia's citrus growers.

"We look forward to continuing to improve the post-harvest sector for Australia's citrus industry through this partnership," said Mr Slupecki.

"Our focus is always on finding ways to help improve sustainability, reduce food waste and increase productivity for growers and packhouses."

As part of the ongoing partnership with Citrus Australia, TOMRA Food is set to provide touring opportunities for growers and packers domestically and internationally and will host live equipment demonstrations and training sessions at various events across the country.

TOMRA Food will also work with Citrus Australia to conduct research on improving sorting processes and technologies which are specifically tailored for the Australian citrus industry.

Financing options for Citrus Australia members on sorting equipment and services will also be available through TOMRA Food in the near future.

Citrus Australia

ASIA

Hanwha Galleria acquires beverage manufacturer Pure Plus

South Korea's Hanwha Galleria Corp. has acquired domestic beverage manufacturer Pure Plus.

Pure Plus has focused on non-alcoholic beverages for over 30 years, producing around 200 products, including organic juices and children's drinks.

The company also provides original equipment manufacturing (OEM) services for major beverage brands in Korea and abroad.

Its products are widely available through a distribution network of more than 150 outlets across South Korea, including local stores and supermarkets.

Pure Plus operates a production facility in Hamyang-gun, South Gyeongsang Province, and exports to over

50 countries, including the US, Australia, and Northern Europe.

Last year, the company generated sales of 41 billion won (USD30.7 million) and an operating profit of 1.6 billion won (USD1.2 million).

The Korea Economic Daily

USA

Lassonde Industries Inc. announces an important capital investment programme in the United States

Lassonde Industries has announced an important capital investment programme aimed at enhancing the competitiveness of its U.S. beverage manufacturing network.

The programme mainly consists in the investment of approximately USD200 million over an estimated two-year period for the construction of a new beverage manufacturing facility in New Jersey, on a site adjacent to the Corporation's existing plant.

Once built, the state-of-the-art facility, extending across approximately 200,000 square feet, will replace the existing plant and enable Lassonde to fortify its competitive position in the key U.S. northeast market by improving operating efficiency and delivering incremental volume at lower costs through a more efficient production flow, improved yields, and better logistics. The investment is expected to be accretive with an internal rate of return that exceeds the Corporation's cost of capital.

Construction is expected to begin in early 2025 and existing production activities will be progressively transferred beginning in 2026. The transition is expected to be completed in 2027, reaching a full run-rate by the end of that year.

"Lassonde is proud to launch an important investment programme to strengthen its position as one of the leading North American fruit juice and drink manufacturers," said Vince Timpano, Chief Executive Officer of Lassonde Industries Inc. "Since entering the U.S. market, we have methodically expanded our footprint and our initiatives will support further expansion of both our private label and branded beverage activities, while improving our profitability. Over the longer term, this investment programme will offer the potential to add further production capacity and new capabilities to meet market opportunities."

"Investments will drive efficiency enhancements across our U.S. operations, while providing flexibility and added capabilities to meet future growth in demand," Mr. Timpano added. "Our U.S. volume build-back plan is progressing as anticipated, and this new facility will offer more capacity over the longer term to better serve our customers and support our momentum. Through Project Eagle, which identified and addressed key issues impacting the U.S. beverage supply chain and manufacturing performance, and the commissioning of a new single-serve line in North Carolina, our teams have proven their ability to execute large and complex projects, and we are confident in their ability to deliver this significant one on time and on budget."

"The support we have received from Upper Deerfield Township and Cumberland County in New Jersey has been instrumental in making this new facility a reality," added Amanda Burns, President, Private Label,

Lassonde Pappas and Company Inc. "For several decades our U.S. business has called Cumberland County home and this investment further underscores our long-standing commitment to the community and our belief in its continued growth and prosperity."

Following the recent USD53.0 million investment to expand its single-serve capabilities in North Carolina, Lassonde also plans to invest an additional USD20.0 million at this facility to fortify its role as a strategic production hub. This supplementary investment consists in bringing in-house certain owned production assets currently deployed at a co-packer facility. This insourcing, expected to be completed in 2025, will allow the Corporation to enhance network efficiency and reliability by optimizing the utilization of these assets, while providing more flexibility to meet incremental demand.

Financial Times ●

Fruit Juice Machinery For Sale

At AssetsForSale, we have two premium used production lines for sale:

✓ ASIROS Complete Fruit Juice Concentrate and Puree Production Plant

A comprehensive system for producing fruit juice concentrates and purees, ideal for those looking to scale up in the juice and puree industry.

✓ Refurbished KHS Aseptic Filling Line

Overhauled in 2021, this aseptic solution meets the highest standards for safe, hygienic filling processes, perfect for manufacturers focused on quality.



Mail to: sales@assetsforsale.com

Sustainable juice sourcing

The Sustainable Juice Covenant (SJC), hosted by IDH, is a platform of ambitious juice companies that are committed to the goal of 100% sustainable juice sourcing by 2030. The SJC provides clear definitions for sustainability at every step of the supply chain, an annual independent monitoring of progress achieved by members, collaboration, as well as learning opportunities on key topics like carbon or due diligence and support and co-funding of collaborative projects on the ground. By working together, exchanging knowledge, and sharing learnings, the SJC members can build trust across the supply chain, and collectively raise the bar for sustainable sourcing in the global juice sector.

The SJC was created in 2017 by a couple of frontrunning juice companies with the aim to accelerate the uptake of sustainable juice produce. Since then, the initiative has been growing continuously. In 2024, the SJC counted 14 members (shown in Figure 1). All companies active in the juice sector are welcome to join the Covenant, whether it be producers, processors, juice bottlers, retailers, NGOs or standard organizations.

Joint target: 100% sustainable sourcing by 2030

Consumers want confirmation that what they are drinking is sustainable – in the sense of products having been produced responsibly, respecting the environment as well as the people involved in the production process across the supply chain. In addition, upcoming legislation (like the EU Corporate Sustainability Reporting Directive, CSRD) will require companies to demonstrate their sustainability efforts.

The main objective of the members of the SJC is to increase the amount of sustainable juice volumes and to reach 100% sustainable juice by the end of 2030. To achieve this, the SJC provides a joint definition of sustainability and a practical roadmap for companies on how to verify juice supply in accordance with widely recognized certification schemes. This benefits all parties in the supply chains as an increasing number of companies use the same definition for sustainability.

Sustainable sourcing: Where are we now?

The reporting process under the SJC takes place during the first two quarters of the year and measures the sustainable sourcing of the previous year. Therefore, in 2024, SJC members reported on their 2023 sustainably sourced volumes. Progress on the target of 100% sustainable sourcing by 2030 is monitored on an annual basis by an independent third-party. In 2023, this process was performed by PricewaterhouseCoopers (PwC).

In 2023, the juice volume sustainably sourced by the SJC members continued to grow: The consecutive progress reports show a continuous increase since the start of reporting, from 7% in 2017 to 59% in 2022, 67% in 2023, demonstrating an 8% year-on-year growth. Looking at the absolute numbers, the growth accomplished over the past few years becomes even more obvious: the sustainable juice volume grew from 1 million tonnes in 2019 to more than 14 million tonnes in 2023.

Looking at the commodities in detail, orange juice and apple juice have over the past few years been the largest traded commodities under the SJC. In terms of sustainability percentage, lemon juice is currently leading the SJC commodity ranking with 72% followed by orange juice (67%).

Driving action on the ground

The projects supported by the SJC are collaborative projects designed and driven by SJC members. They are aimed at addressing important sustainability issues within global juice

Committed to 100% sustainable sourcing by 2030



Collaborative action

Joining forces to drive impact



Sharing & learning

Exchanging knowledge, insights and tools



Entire supply chain

Sustainable approach from farm to bottle

SJC targets for sustainable juice volumes

JANUARY 1st
2018



JANUARY 1st
2020



JANUARY 1st
2025



JANUARY 1st
2030



supply chains as well as increasing sustainably sourced volumes, particularly for those commodities with a low sustainable sourcing percentage. SJC members work together on these projects and the SJC Secretariat is supporting them by providing co-funding and expertise where needed.

The learnings of these projects are then shared with the broader membership as part of the SJC General Assembly so that all companies can benefit and apply them in their own supply chains.

In the period between June 2022 and June 2024, we finalized the project 'Farm Gate 2.0' in India, which was focused on driving sustainable mango farming practices amongst smallholder mango farmers. In 2022, a project to upscale sustainable apple sourcing in Poland was kicked off, followed by a project directed

at improving the livelihoods of smallholder strawberry farmers in Turkey in 2023.

Upscaling sustainable apple sourcing in Poland

On a global scale, Poland is a major supplier of apples and amongst the SJC members, the country is the largest provider of apples used in both NFC (not from concentrate) and concentrated juice. Because only a low percentage of the traded apple volumes from Poland is certified as



The sustainable juice volume grew from 1 million tonnes in 2019 to more than 14 million tonnes in 2023

sustainable under the SJC (14%* in 2020), SJC member Döhler initiated a three-year-project to help 100 Polish farmers from the Sandomierz region to implement more sustainable agricultural practices. The project is supported by the SJC, the Sustainable Juice Platform (SJP) and fellow industry players Keurig Dr Pepper, Eckes-Granini and Riedel. After more than a year of project implementation, the progress is visible: All farmers involved assessed their biodiversity level, have obtained the FSA 3.0 silver certificate for their apple production and started assessing

their soil health and greenhouse gas emissions.

In May 2024, the project partners visited Poland and facilitated the exchange of experience with farmers and experts from that project. The project team has done calculations of CO₂ emissions on farms based on fertilization, pesticide use, and fuel consumption, as well as a specialized soil analysis for farmers to optimize fertilization. They have also implemented recommendations related to biodiversity, such as installing nesting boxes for various species of birds and adding plants that provide shelter for beneficial organisms to support the pollination process. These measures have further promoted the principles of "Integrated Plant Protection", a sustainable approach concerning pest control, which aims to reduce the use of pesticides.

An important next step would be strengthening communication efforts in sharing learnings from the project and exploring the next project phase in another geographical region to scale up impacts.

Improving livelihoods of smallholder strawberry farmers in Turkey

The project aims to support smallholder farmers in regions like Çanakkale, Balıkesir, and Manisa. Türkiye, a top global strawberry producer, relies on these farmers, who face challenges like high labour costs, financial uncertainty, and climate impacts. The project, led by Döhler in collaboration with Konfrut AG, an Agri sourcing company based in Turkey, with 14 agronomists, is aimed at enhancing production through regenerative agriculture to improve yields, reduce costs, and boost income.

The project focuses on technical training, high-quality inputs, and equipment upgrades, along with digital



Project in Turkey

tools like farm management software for informed farming practices. Regenerative methods, for example concerning water conservation, biodiversity, and organic inputs, are emphasized to improve crop quality and environmental impact. Worker welfare, especially for women and migrant labour, is improved through better field conditions, safety facilities, and healthcare access.

Farmers are also encouraged to diversify from other crops into strawberries, thereby creating alternative income streams, and they receive support in achieving sustainability certifications like SAI FSA to enhance product marketability. By providing secure purchasing agreements, technical support, and tools, the project empowers farmers to adopt sustainable practices, boosting productivity and income while fostering a responsible and resilient strawberry sector in Türkiye.

There are several achievements to-date:

- **Delivered farmer training:** Regenerative agriculture training materials were developed and distributed to 150 farmers
- **Improved healthcare and hygiene on site:** Health kits and additional toilets as well as hygiene trainings were provided

- **Roll-out of digital services platform:**

The platform drives information-based farming through digital tools (e.g. farm management software, quality control, traceability, weather and climate)

- **Improved cold storage equipment:**

Maintained and improved existing facilities, built new facilities

- **Completed SAI FSA audits:** 30

farmers achieved SAI FSA or equivalent certification to date (some up to Gold level)

Exchange on key topics

In addition to helping initiate and run projects, the SJC also supports its members on topics that are important to them by organizing exchange and learning sessions, developing joint tools, and working on common action. Working in a collaborative and pre-competitive way on certain topics has a lot of advantages, such as cost efficiency, the possibility to develop sector benchmarks or the creation of joint roadmaps and guidelines – but also the chance to learn from each other's experiences and the exchange with regards to common challenges. Therefore, the SJC is organizing regular exchange sessions among its members and working groups to advance on key topics.

Reducing the carbon footprint

In 2022, the SJC members indicated that working on their carbon footprint is the priority topic for them, given the high impact on ecosystems and climate, international and institutional ambitions being set (like the EU 2030 Climate Target Plan and the Paris Agreement) and upcoming legislation and requirements on the matter. As a first step, it was decided to develop a tool for the juice sector that would allow companies to calculate and compare the carbon footprint of different juices, identify 'hot spots' per supply chain stage, as well as possibilities for emission reduction. The development of the tool started in 2022 with the support of IDH and companies started using the tool by the end of 2023.

Following the launch of the tool, an environmental working group has been set up around a common reduction goal for preselected priority products. The working group serves to guide and help members with measuring their footprint, by setting common guidelines, discussing challenges, exchange learnings and provide expertise where needed. Moreover, the working group aims to develop joint projects aimed at reducing emissions and the carbon footprint with potential co-funding of IDH.

As of 2024, there have been few companies who have used the tool and provided feedback indicating that the tool is effective and helpful in supporting companies on data collection and measuring produce environmental footprint, thus identifying emission hotspots and reduction action opportunities.

Outlook in 2025

As we move into 2025, the SJC remains committed to reaching a 75% sustainable sourcing target, laying the groundwork to meet our ultimate goal of 100% sustainable sourcing by 2030. The priorities for 2025 will be centred around scaling the SJC membership and deepening partnerships to



Project partners and farmers

accelerate change across the juice supply chain.

We invite more companies to join our Covenant and become part of this collective journey, contributing to a more resilient and sustainable future for the global juice sector. Together, we can create an industry where sustainability isn't the exception but the norm.

How the industry can contribute

The broader juice industry can play a crucial role in advancing the SJC goals by adopting and promoting sustainable sourcing practices across the entire supply chain. To start, companies can align with the SJC's targets and standards, committing to sustainable sourcing and prioritizing transparency in their operations. Collaboration is key: by sharing knowledge, technology, and best practices with suppliers and smaller players, companies can help

build capacity throughout the chain. Supporting regenerative agriculture, investing in digital traceability tools, and implementing carbon reduction measures can make a significant impact.

Additionally, industry stakeholders should advocate for fair labour practices, better working conditions, and community support, especially for vulnerable workers. Participating in co-funded projects and partnering with organizations that drive sustainability initiatives further strengthens the industry's commitment. By working together, juice companies can help accelerate the transition to a sustainable, resilient, and ethical juice sector, ensuring a lasting positive impact on the environment and the communities that support it.

Note: IDH is an international NGO that convenes, co-creates, and co-finances inclusive and sustainable solutions that enable people in business, investment, and government to create value for people and the planet. ●

Joining the SJC

Are you interested in understanding more about SJC membership, or joining the SJC? Please reach out to the SJC Secretariat: Jessica Leung at leung@idhtrade.org or Jan Gilhuis at gilhuis@idhtrade.org

If you want to learn more about the SJC, please visit www.sjc2030.com and follow us on LinkedIn: <https://www.linkedin.com/company/sustainable-juice-covenant/>



RETHINKING NATURAL SWEETNESS:

Tropical fruits as our evolutionary fuel

Tropical fruits are often perceived as a tasty 'bag of sugar and water,' viewed merely as a treat. However, they are so much more! Many wild tropical fruits are our evolutionary foods, providing energy, nutrients, and numerous health benefits.

Written by *Martina Spaeni Lima, MSc.*

Sugar in fruits is increasingly portrayed as unhealthy, and there is a pervasive myth that labels sugar as 'a toxin.' This is untrue on many levels; unfortunately, this narrative promotes the nutritional mistake of avoiding sweet fruits! Learn how much sugar the healthiest fruits, (tropical fruits) contain, and why this is actually a good thing!

Simple sugars as a fuel and energy booster

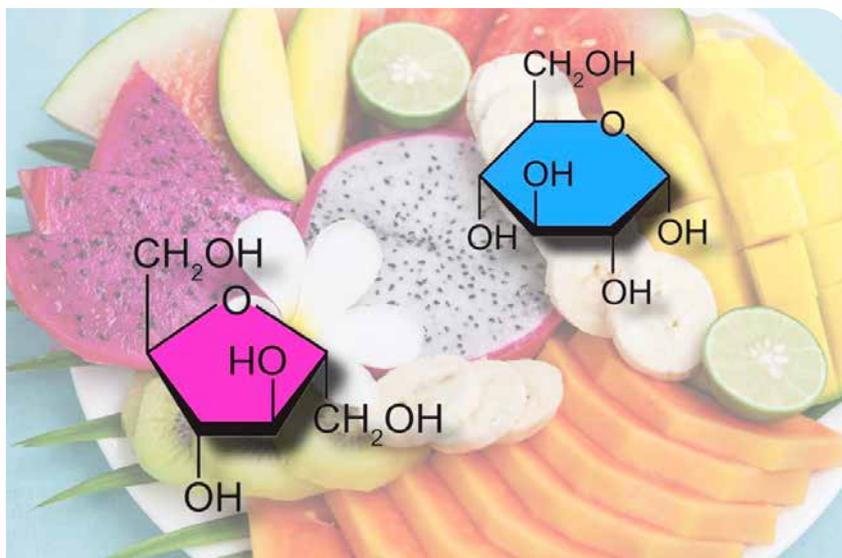
Simple sugars from fruits, glucose and fructose are our natural energy sources. In contrast to complex carbohydrates in grains and starches, they can be eaten raw and unaltered because we have evolved to consume them. Fructose, the simple sugar characteristic of fruits (from which it

gets its name), enters cells without insulin spikes via a specific transporter (GLUT5). These transporters act as open doors for these sugar molecules, allowing them to pass through cell membranes passively. This means it's easily obtainable-and welcomed-energy for cells to fuel metabolism.

Fructose is used as fuel by various cell types in our body, including muscle



Fructose from fruits does not cause obesity or insulin problems



Glucose Fructose chart

and brain tissue. Contrary to outdated beliefs, fructose does not necessarily have to be processed and converted by the liver first, a notion based on studies of isolated high-fructose syrups rather than fructose from whole fruits.

Many cells can utilize both glucose and fructose to generate energy in the form of adenosine triphosphate (ATP). ATP is an energetically charged carrier of phosphate groups, providing the energy needed for most metabolic processes in the body. This includes not only muscle power but also countless enzymatic reactions and processes. No energy, no life!

Sugar-rich sweet fruits are beneficial for you

While we know that excessive (isolated) sugar promotes obesity and chronic health issues, the natural sugars in fruits do not! Research shows that fructose from fruits does not cause obesity or insulin problems. Fruits have been consistently recognized in countless studies as health-promoting, and there is a rare consensus that fruits are important in a healthy diet. This includes sweet

tropical fruits like papaya, mango, banana, and durian.

The apparent paradox is that while fruits are high in simple sugars, they counteract obesity and help regulate insulin. So, what could be the reasons sweet fruits promote health despite their sugar content? Here are a few:

- **Optimal energy source:** Simple sugars are the energy source we have evolved to eat.
- **Insulin stability:** Fructose prevents insulin and blood sugar spikes.
- **Evolutionary past:** Fruits are nutritionally aligned with our primate ancestors.
- **Fiber content:** Fruits have a low glycemic index due to their high fiber and fructose content.
- **Antioxidant action:** Fruits are rich in vitamin C and other antioxidants that counteract oxidative stress from energy production.
- **High in nutrients:** Tropical fruits contain many essential minerals and vitamins in higher levels than temperate fruits, such as magnesium, potassium, chromium, vitamin C, boron, sulfur, and silica. These nutrients promote metabolic integrity, crucial for overall health.

Fruits high in fructose are our evolutionary energy source

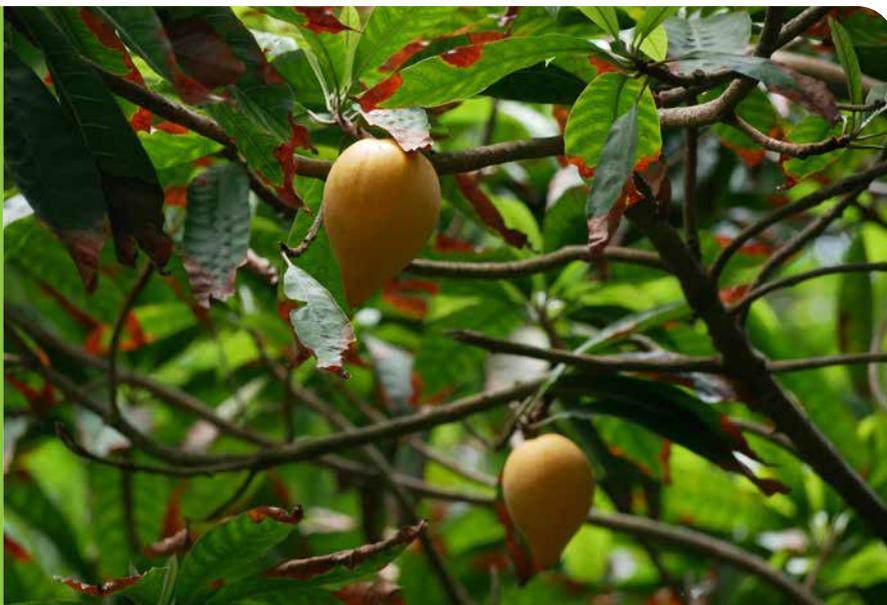
Sweet fruits not only face unfair scrutiny regarding their sugar content but are also overlooked as essential to human evolution. Our early ancestors and our closest living relatives, all apes, are highly frugivorous. We remain a frugivorous species when considering our biological traits related to foraging and diet.

Here are a few examples of adaptations in humans that make fruit-eating easy, tasty, and healthy:

- Digestive anatomy typical for frugivores.
- Complex hands with opposable thumbs, perfect for fruit picking and holding.
- Dentition typical for frugivorous primates.
- Sensory and instinctual cues: ripe fruits attract us through their look, smell, and taste.
- Loss of vitamin C genes, a unique trait shared by highly frugivorous animals
- Trichromatic specialized color vision, optimal for detecting fruits, in frugivorous primates



While all fruits are healthy, tropical fruits hold a distinct place in the human diet



Newer anthropological research suggests that forested tropical areas were a key habitat in human evolution[†]. No wonder, many tropical fruits are edible for humans in the wild. “The tropics produce a very large number of edible fruits... Many fruits and unconventional foods are available in the tropics and represent valuable mineral sources.”^{**}

Wild tropical fruits are actually sweeter and contain more fructose than cultivated fruits. Our closest relatives, apes, are adapted to derive their energy from fructose-rich fruits.

As Kathrine Milton stated in 1999, “Humans clearly come from an evolutionary past in which hexose (fructose)-rather than sucrose-dominated fruits-were consumed, and human digestive physiology should therefore be best adapted to a carbohydrate substrate similar to that of wild fruits.”

Temperate fruits, on the other hand, like apples and plums, were selectively bred to be sweeter because the wild-type original fruit is acidic and less palatable for humans. Many originally

served as food sources for birds, except for strawberries, blueberries, and other wild sweet berries that are consumed by mammals. While all fruits are healthy, tropical fruits hold a distinct place in the human diet.

Tropical fruits: The ultimate superfoods for humans!

People living in the tropics have long recognized their importance for human nutrition, and a growing community adopting a fruit-based diet is discovering this secret to regeneration. Tropical fruits are indeed superfoods for humans, gaining more attention for their profound health benefits in scientific research. For example, a recent review concludes, “Tropical and subtropical fruits may be considered a very important source of nutrients and bioactive compounds, mainly flavonoids and non-flavonoid phenolics”^{††}

A study on Brazilian fruits summarizes that “virtually unknown edible tropical fruits present significantly higher antioxidant activity when compared

to temperate fruits considered to be good sources of antioxidants.”^{**} Even the seeds, peels, and other plant parts of exotic fruits possess functional properties for health and are used in ethnobotanical medicine.

Edible tropical fruits are small nutritional miracles, like the well-known banana, which has myriad benefits, including a high content of minerals, vitamins, and phenolic bioactive compounds.

Do not avoid sweet fruits: See them as healthy fuel

Despite the growing belief that sweet fruits are unhealthy, sweet tropical fruits are highly nutritious and have proven to be an excellent, superior source of energy and carbohydrates, both traditionally and scientifically. In conclusion, sweet fruits should not be avoided. They are an essential part of a healthy diet, providing a unique source of micronutrients and fast energy for the human body.

Visit <https://frugivorebiology.com/> for more information ●

[†]Sources include, (Scerri et al., 2022). (Leterme et al., 2006). (Sayago-Ayerdi et al., 2021). (Pereira-Netto, 2018) among others.

1964 /
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FCOJ and FCOJ futures market

FCOJ has been choppy for the last couple of months in response to the USDA reports that showed production in Florida well under the normal production potential for the state, but more or less in line with previous USDA production reports. *Jack Scoville reports.*

Total Florida production is less than 16 million boxes for the year. Futures have held at firm price levels on fears that a new hurricane could affect the state, and a couple of systems have been seen. However, nothing as devastating as what was seen in the last few years has been reported so there is a sense that the year has passed with no real problems. Reports of short supplies in Florida and Brazil are around.

CitrusBR estimated stocks at 84,745 tons for last season earlier in the year. This was the lowest estimate since 2012 when data collection started, and stocks were estimated below 100,000 tons. Production for next year is expected to drop a bit due to weather concerns. Brazil is the largest exporter in the world and covers most of the imports into the European Union, so the losses are significant for the world. Brazil and Florida combine to provide

much of the world demand for FCOJ, so the losses in both production areas will provide for much higher prices for FCOJ now and in the future.

The overall tight situation around the world continues to keep FCOJ futures supported. It has not permitted prices to move out of the trading range to higher levels as of yet. That could be coming with any future weather problems in Florida or in Brazil. For now, it looks like the sideways trend will continue. Oranges availability is tight and so is processing capacity in the US. Oranges availability is also tight in Brazil but there is plenty of processing capacity. Mexico suffered from drought conditions this year, but it is offering FCOJ to importers in the US in hopes of selling at the high prices now seen in US futures market.

The next weather event that could affect futures prices one way or another is the freeze season. Some

speculative buying should be seen in December as many get some futures or options in place just in case. However, it has become increasingly hard to freeze the oranges production in Florida as production has moved south out of danger in the last decade or so. But, buying will be seen anyway, then selling should be seen once it become clear that there is no freeze coming. ●

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.



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FEATURE

Cold pressed vs juice



What's the difference between cold pressed juice vs regular juice?

If you've never heard of cold pressed and wondering if there's much difference, the answer is yes. Read on to find out how cold pressed juice is made and why it is different...

So, what's the difference between cold pressed juice and regular juice?

At PRESS, we take the highest quality premium fruit and veg (yes, that includes the wonky ones) and combine it with industry-leading cold pressed manufacturing techniques.

Up to a kilo of fruit and veg goes into each of our 500ml juices providing you with the best tasting juices with the highest concentration of nutrients that nature can supply!

But the question is 'does it really matter which one you drink?'

If you've never heard of cold pressed and wondering if there's much difference, the simple answer is yes. Read on to find out how cold pressed juice is made and why it's better for you and your body!

What do we mean by 'regular juice'?

By regular juice, we're referring to 90-95% of the juice market - most juices on supermarket shelves, whether one of your five a day or not, tend to be what we'd call 'regular juice'.

How is it produced?

Most regular juice on the market is produced with centrifugal juice extractors. This is traditionally the most common type of juicer, which includes a spinning metal blade, which spins against a mesh filter. This ultimately separates the juice from the flesh via centrifugal force.

The problem with this method is that it generates heat, which oxidises and destroys nutrients at a faster rate. You are also left with a lot of wastage in the pulp. What's more regular shop bought juice tends to be heat pasteurised which destroys



Cold pressing preserves more vitamins, minerals, enzymes, and antioxidants



vitamins, minerals and antioxidants such as vitamin C.

Juice outcome:

- loses nutrients
- reduced amount of minerals
- essential antioxidants destroyed in process
- reduced health benefits

What is cold pressed juice?

A big part of the definition behind cold-pressed juice is, as the name would suggest, the way it's produced.

How is it produced?

Cold pressed juice is made by slowly grinding, squeezing and pressing fruit. There is minimal heat involved when juicing and the process squeezes out every last drop, leaving a more nutritious and flavoursome juice in comparison to your regular stuff on the shelf.

Juice outcome:

- better taste (if stored properly, it still tastes fresh 2-weeks later!)
- all of the nutrients in juice remain the same
- majority of the vitamins and minerals go in, stay in
- increased health benefits

What are the benefits of cold pressed juice compared to regular juice?

Cold pressed juice offers a wide range benefits over regular juice, typically produced by centrifugal juicers or bought off-the-shelf.

So many, in fact, that we can think of 6 off the top of our heads:

1. Higher nutritional content

Cold pressing preserves more vitamins, minerals, enzymes, and antioxidants. The slow crushing and pressing process generates less heat and reduces oxidation, ensuring that the juice retains more of its natural nutrients compared to the heat and oxygen exposure in centrifugal juicing processes.

Backing this up, *research* has shown that the nutrients in cold-pressed juice break down much more slowly in comparison to regular juice, leaving you with a more nutritious juice.

2. Better taste and quality

The gentle extraction method of cold pressing results in a richer, more vibrant flavour. This method ensures that the juice maintains the fresh taste of its ingredients, as there's

minimal air incorporation and heat damage, which can alter taste and aroma.

3. Longer shelf life

Cold pressed juices can be stored for longer periods (up to 72 hours) without significant degradation in quality or nutrients, thanks to the reduced oxidation. In contrast, juice from centrifugal juicers is best consumed immediately after juicing to avoid nutrient loss and spoilage.

4. No additives

Cold pressed juices often taste so good and last so long that no added sugars or preservatives are needed, making them a much healthier choice.

Many commercially available juices can contain added sugars, preservatives, and flavourings to extend shelf life and enhance taste, which are just unnecessary in cold-pressed juice.

5. More efficient juice extraction

Cold press juicers are more effective at extracting juice from leafy greens, herbs, and other high-fibre vegetables, yielding more juice from the same amount of produce compared to centrifugal juicers.

FEATURE

Cold pressed vs juice



In fact, some cold-pressed juicers claim to extract up to 35% more juice in comparison to regular juice.

6. Detoxification and hydration

The high nutrient density and purity of cold pressed juice make it ideal for detoxification and hydration purposes.

The easily digestible form allows the body to quickly absorb nutrients and antioxidants, which can support detoxification and overall hydration.

Centrifugal juicer vs cold press

Most of the distinctions between 'regular' juice and cold pressed juice come down to the extraction methods, so we thought we'd also include a discussion of these two very different techniques.

Regular juices use a centrifugal juicer, whilst cold pressed juice - as the name suggests - employs the use of a cold press.



Some cold-pressed juicers claim to extract up to 35% more juice in comparison to regular juice

The differences don't stop at mere etymology, though, so let's get into the technicalities.

Method of extraction

- **Centrifugal juicers:** Use a fast-spinning metal blade that spins against a mesh filter, separating juice from flesh via centrifugal force. The process is quick but generates heat, which can affect the nutrients.
- **Cold press juicers:** Crush and press fruits and vegetables to extract juice. They operate slowly, preserving

more nutrients and enzymes due to less heat generation and oxidation.

Quality of juice

- **Centrifugal juicers:** The fast extraction process introduces air into the juice, leading to faster oxidation and degradation. The juice tends to be less rich and has a shorter shelf life.
- **Cold press juicers:** Produce higher-quality juice with more vitamins, enzymes, and minerals, and less oxidation. The juice is thicker, more flavourful, and can be stored longer.

Speed

- **Centrifugal juicers:** Are much faster, making them suitable for people who value quick juicing times over juice quality. They can produce juice in a matter of seconds.
- **Cold press juicers:** Operate slowly, taking more time to extract juice but preserving more nutrients and yield.

Price

- **Centrifugal juicers:** Generally less expensive, making them a more accessible option for those on a budget.
- **Cold press juicers:** Are more expensive due to their complex mechanism and the higher quality juice they produce.

Cold pressed juice vs regular juice: Which is better for you?

In conclusion, centrifugal juices tend to break down the important enzymes in the fruits and vegetables because the problem with the method lies in the generation of heat, hence destroying nutrients that the fruit carry.

On the other hand, cold-pressed juices are able to retain the vital vitamins, minerals, enzymes, and nutrients! So, if you don't want to skimp off flavour and nutrition, then hands-down cold press juice is a clear winner!

We can see some of our sitting there thinking 'well, they would say that' and – you know what? – you're right. You shouldn't just take our word for it, try some cold pressed juice for yourselves and make up your own minds! ●

About PRESS

Two Londoners, Ed and Georgie, met in LA and bonded over their love of cold-pressed juice and all things healthy. Soon they were on a mission to bring healthy plant-based nutrition to the UK.

Back in 2014, if you were a busy Londoner balancing career, social life and burning the candle at both ends, there were limited options for convenient, quality, health on the go. Today we are on a mission to continue that journey helping you to feel and look your best whilst enjoying a full life.

Shop our PRESS cold pressed juices [here](#)



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Florida's orange crop is down again this season according to the first official report from the USDA. The crop there was also recently hit by hurricane Milton and analysts suspect that production will be cut-back further as a result. This has come at a time when the supply in top-producer Brazil is nearly 100 million boxes down on the previous season.

FLORIDA ORANGE PRODUCTION

The first official forecast on Florida's 2023/24 orange crop was released by the USDA last month. The total crop is expected to reach just 15.0 million boxes, down 16% from last season final production of 17.9 million boxes. The estimated number of bearing trees for all oranges is 30.3 million.

The non-Valencia forecast of 6.00 million boxes is 11% lower than last season's production. The estimated number of bearing trees (excluding Navels) is 9.72 million, down 17% from the previous season. The estimated fruit per tree for early and mid-season (non-Valencia) oranges is 392 pieces, an increase of 50 pieces from last season. Projected fruit size is below the minimum, requiring an estimated 344 pieces of fruit to fill a 90lb box.

At 31%, projected droppage is slightly below average. The Navel crop of 190 000 boxes, included in the non-Valencia forecast, is 6% higher than last season's production.

The Valencia forecast of 9.00 million boxes is 20% lower than last season's production. The estimated number of bearing trees is 20.1 million, down 11% from the previous season. The estimated fruit per tree is 244, a decrease of 35 pieces from last season, and the lowest in a series dating back to the 1964/65 season. Projected fruit size is below average, requiring an estimated 266 pieces of fruit to fill a 90lb box. Projected droppage is above average at 38%.

This forecast does not include any damage from hurricane Milton which ripped through Florida on 9 October 2024.

USDA

BRAZIL ORANGE PROCESSING

According to CitrusBR the total volume of oranges processed in the Sao Paulo and Minas Gerais Citrus belt in the previous 2023/24 season is 267.9 million boxes, against 265.2 million boxes in 2022/23. The final estimate for total orange juice production for the 2023/24 season

was 898 700 tonnes (FCOJ equivalent), compared with 945 500 the year before. It is important to note a decrease of 6.3% in the juice yield for 2023/24.

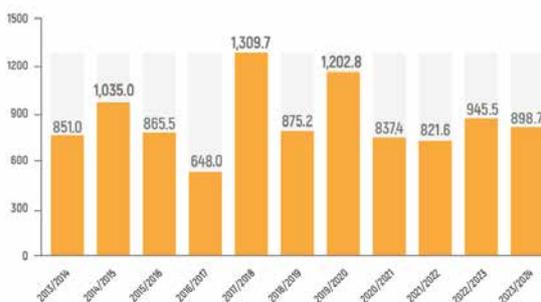
2024/25

The current 2024/25 season initially forecasted to harvest 232.0 million boxes has been affected by climate issues, thus the forecast has been reduced by 7% to 215.8 million boxes by Fundecitrus. The primary driver is the smaller fruit size due to adverse weather conditions, including

Historical data for existing Brazilian orange inventories held by CitrusBR's members worldwide - June 30th (Thousand of tons of 66° Brix FCOJ equivalent, FCOJ+NFC)



Brazil juice production (Thousand of tons of 66° Brix FCOJ equivalent)



higher-than-normal temperatures and below-expected rainfall which have been 31% lower than forecasted in the initial months of the harvest.

Stocks

Global inventories of Brazilian orange juice (FCOJ equivalent), held by CitrusBR associates on 30 June 2024, amounted to 116 710 tonnes, a recovery of 37.7% compared with the 84 745 tonnes recorded at the same time the previous year. However, stocks levels in June this year were still the third lowest historically.

In spite of the slight recovery, current inventory levels still challenge supply and blending capacities, particularly given that the sector is experiencing the smallest harvest in 30 years, which has put additional pressure in fruit and juice availability to the international market.

Production from the 2024/25 harvest in the citrus belt of São Paulo and Minas Gerais is expected to be 29.7% lower compared with the previous season, the crop also has challenges related to brix levels, so it is possible to foresee

disruptions in supply throughout this season. Therefore, it is difficult to assess supply and demand conditions in the coming months and, consequently, to predict orange juice inventory levels as of 30 June 2025.

CitrusBR

FLORIDA GRAPEFRUIT PRODUCTION

In its first forecast for the 2023/24 grapefruit crop in Florida, the USDA expects production to reach just 1.40 million boxes, 22% less than last season's output of 1.79 million boxes.

The red grapefruit forecast at 1.20 million boxes is 23% lower than last season's final production. Bearing trees are down 2% from last season. The average fruit per tree at 271 pieces is 85 pieces less than last season. Fruit droppage is projected to be about average. Fruit size in the final month is expected to be above average.



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The white grapefruit forecast of 200 000 boxes is 17% lower than last season's final production. White grapefruit bearing trees declined by 8% from last season. The average fruit per tree at 369 pieces is 110 pieces less than last season. Current fruit sizes are above average, and are expected to be above average at harvest. Final fruit drop is expected to be slightly above average.

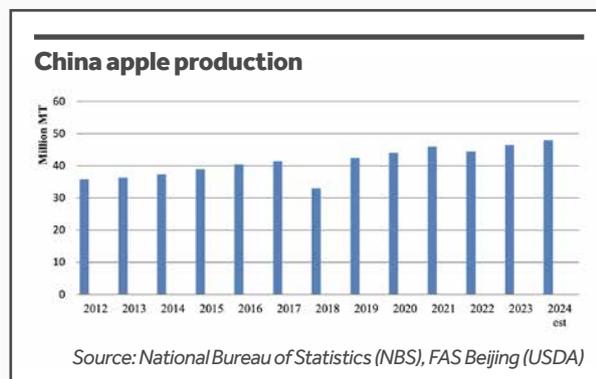
This grapefruit forecast does not include any damage from hurricane Milton which hit Florida on 9 October 2024.

USDA

CHINA APPLE PRODUCTION ↑

The USDA estimates China's apple production at 48 million tonnes in 2024/25, an increase of 3% from the previous season. Apart from rainfall during flowering and higher summer temperatures in some production areas, there have been no major weather abnormalities so far in 2024.

USDA



EU APPLE PRODUCTION ↓

Commercial apple production in 2024/25 is forecast at 10.19 million tonnes, a drop of 11% compared with the previous year. The reduction is mainly a result of severe frost damage in major production regions in Poland, Germany, Hungary, Czechia, and Belgium. Despite these conditions, overall quality of surviving fruit is expected to be good, as hail damage remained localized in Italy and Slovenia. Market prospects are good. Beginning stocks were low for fresh apples and very low for concentrated apple juice. The latter is important as the processing sector absorbs significant amounts of low-quality apples that would otherwise be sold as table fruit.

USDA

ARGENTINA APPLE PRODUCTION ↑

For 2024/25, fresh apple production in Argentina is forecast to increase to 488 000 tonnes. This slight increase from the previous year is attributed to favourable weather patterns, which result in better yields.

USDA

CANADA APPLE PRODUCTION ↑

Canadian apple production is forecast to see a 5% growth in 2024/25 to 382 000 tonnes, driven by a larger Quebec crop and average Ontario crop.

USDA

EU GRAPE PRODUCTION ↑

In 2024/25, EU table grape commercial production is forecast down 17% from the

previous season totalling 1.09 million tonnes. Production is anticipated to decline in all member states due to unfavourable weather, except for Spain, where production will likely increase due to higher acreage devoted to seedless varieties and mild temperatures. Overall, fruit quality is forecast to be excellent with higher sugar content due to hot temperatures from June to September.

USDA

CHILE GRAPE PRODUCTION ↑

In 2024/25, table grape production in Chile is expected to increase by 6.6%, to 723 000 tonnes.

USDA

AUSTRALIA GRAPE PRODUCTION ↑

Australia's grape production is forecast to increase to 230 000 tonnes in 2024/25, the second largest on record, from an estimated 195 000 tonnes in 2023/24. This high level is primarily due to excellent seasonal conditions so far and the prospect of continued favourable conditions through to the end of the harvest.

USDA ●



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Sedex Member

The health benefits of acerola cherry

Acerola cherries may be small in size, but you'd be surprised, this superfruit is a vitamin C powerhouse and rich in many other beneficial nutrients. Learn why you should consider adding acerola cherry to your diet regime as we discuss the health benefits and its incredible nutritional properties.

Written by *Corin Sadler, Senior Nutritionist at Viridian Nutrition.*

Nutritional benefits

- Acerola cherry contains 30 x more vitamin C than oranges.
- Packed with essential nutrients including carotenoids, B vitamins, A vitamin, minerals flavonoids and anthocyanins.
- Rich source of potent antioxidants and phytonutrients which may be beneficial in addressing and preventing diseases associated with oxidative damage.
- Just 3 acerola cherries would provide more than the daily minimum requirement of vitamin C for an adult.

What is acerola cherry?

Acerola cherry, (*Malpighia glabra*), is a plant that is native to the Americas. The shrub flowers from April to November, with the fruit ripening in the 3–4 weeks following flowering. It produces cherries measuring 1–4 cm in diameter, which appear green at first, then changes to orange-red and to a final bright red colour on full maturation.

Organic acerola cherries are raised by farmers in Brazil, who work largely in a non-mechanised fashion within

a framework that promotes forest sustainability and is Soil Association certified organic. This manner of production produces acerola cherries that are extremely rich in vitamin C and carotenoids, in fact, acerola cherries are one of the richest known natural sources of vitamin C. The fresh fruit can contain up to 4500mg vitamin C per 100g, which is around 30–50 times than that of orange or lemon.

What is acerola cherry good for?

Despite containing a tremendous amount of vitamin C, acerola cherries contain several nutritional properties:

Packed with phytonutrients

Phytonutrients identified in acerola cherry include, carotenoids, phenolics, flavonoids, and anthocyanins that possess numerous beneficial properties. The fruit also contains pro-vitamin A as carotenoids, which means that they are transformed into vitamin A as and when the body requires the nutrient, besides vitamins B1, B2, B3, and the carrier protein albumin, plus the minerals iron, phosphorus, and calcium. Phenolic compounds are one of the key secondary metabolites that have diverse structures and subsequently diverse beneficial functions that are present

ubiquitously in plants. The major phenolics present in acerola are in the form of phenolic acids, flavonoids, and anthocyanins. These compounds are useful to combat oxidative damage alongside antioxidant nutrients.

Strong pectin content

Acerola cherry can aid digestive health. Pectin is a resistant fibre, a methylated ester of polygalacturonic acid that constitutes about one-third of the cell wall dry substance in acerola fruit and exerts a potent prebiotic effect. Prebiotic fibres are fermented by beneficial bacteria present in the large intestine to produce beneficial compounds that support immunity and signal for beneficial actions throughout the body.

High levels of malic acid

Among the organic acids, malic acid represents 32% of the total acids present in acerola, whereas citric acid and tartaric acid are both present in minor amounts. These compounds are known to assist the absorption of minerals.

Rich in vitamin C

Vitamin C is required for immune function, collagen production, and carnitine synthesis which plays a role in transforming fats into energy. Vitamin C plays a role in neurotransmitter production, in fact one study showed that supplemental

“ Naturally sourced organic acerola cherry could be a preferable alternative to ascorbic acid alone

vitamin C performed equally to an antidepressant medication, fluoxetine, in restoring lowered mood. It is considered that the consumption of just three acerola cherries would provide more than the daily minimum requirement of vitamin C for an adult.

Overall, acerola is a rich source of potent antioxidants like vitamin C and phytonutrients which may be beneficial in addressing or preventing various diseases associated with oxidative damage.

Is acerola cherry better than ascorbic acid?

When a food is consumed in its original state (rather than processed), more nutrients can be absorbed by the body. In the case of acerola cherry, particularly if the fruit is sourced organically, the nutritional content goes beyond just increased vitamin C content. There are added nutritional benefits. The fruit will provide bioflavonoids, minerals, vitamins, trace minerals alongside beneficial organic acids. These nutrients are known to work in synergy with vitamin C in terms of absorption and activity. Therefore, naturally sourced organic acerola cherry could be a preferable alternative to ascorbic acid alone.

What are the main health benefits?

Vitamin C is an essential nutrient for human health as demonstrated in history when sailors developed

scurvy through a lack of vitamin C rich foods while away at sea for long periods.

It aids the body's natural defence system. Vitamin C is vital for normal immune function, and it supports cellular functions of both the immediate and antibody producing stages of the immune response.

Of importance is that vitamin C deficiency results in impaired immunity and a higher susceptibility to infections. In turn, infections significantly impact vitamin C levels due to enhanced inflammation. Subsequently, trials show that vitamin C supplementation appears to be able to both prevent and treat infections. The prevention of infection is considered to require a dietary vitamin C intake that provides at least 200mg daily, whereas an established infection may require significantly higher doses, suggested to be in the range of 1000-2000mg daily.

Vitamin C supports both skin integrity and the cells that line the gastrointestinal tract and blood vessels to form a barrier against infection-causing bacteria and environmental toxins.

Additionally, vitamin C can donate electrons and thus, quell oxidative damage, this is defined as antioxidant activity. Finally, vitamin C shows evidence of blood glucose balancing, antimicrobial, liver protective and blood fat balancing effects.



Corin Sadler, Senior Nutritionist

What are the benefits of supplementing with freeze-dried acerola?

A great option for acerola is as an organic freeze-dried powder. Freeze-drying is a technique that gently dehydrates the acerola without changing the properties of the plant nutrients and preserves the minerals, vitamins flavour and aroma of the fruit. This technique is considered the gold standard for the preservation of vitamin C.

A freeze-dried acerola powder makes the fruit an ideal ingredient for smoothies, cooled porridge or mixed in water or juices. Ultimately, as a powder a therapeutic dose of vitamin C would be provided in one teaspoon.

What should I look out for when buying supplements?

The highest quality food supplements will provide 100% nutrition, this means that they are free from fillers, additives, sugar and flavourings. Such compounds are non-nutritive compounds known as excipients that are used to speed up the manufacture of food supplements or mask the natural taste and colour of the nutrients.

FEATURE

Acerola cherries



Consumption of just three acerola cherries would provide more than the daily minimum requirement of vitamin C for an adult

The best way to check for excipients is to read the ingredients list and look out for names such as magnesium stearate or titanium dioxide. Finally, fruit is at its best when raised organically, without the use of chemicals. The Soil Association are the gold standard in organic certification, and you can identify their standards by their logo. Certified organic means that the fruit are raised without the use of chemical pesticides and chemical fertilisers, in a manner that is protective of the environment and wildlife.

To seek further advice about nutrition and lifestyle tips, visit your nearest independent health food store.

To find your local one, visit www.findahealthstore.com



About the author

Corin Sadler (DiplON, FDS) is a qualified nutritional therapist, holding a Diploma in Nutritional Therapy from The Institute for Optimum Nutrition and a Foundation degree in Nutritional

Therapy from the University of Bedfordshire. She has a wealth of clinical experience in the natural health and wellbeing industry, and a detailed understanding of the role nutrition has in optimising overall wellness. ●

About Viridian

Since 1999, Viridian have been creating the purest, kindest health supplements always with a healthy attitude. The ethical formulas are crafted by expert nutritionists using clinically evidenced research to create a range of over 240 nutritional supplements, oils, tinctures and topicals. 100% active ingredients, no GMO, no palm oil and against animal testing. Every bottle supports a charity contribution and is backed by a 100% money-back guarantee. Independently owned, Viridian source all ingredients with 100% care so they can make a lasting difference for you and the planet.

Find out more at www.viridian-nutrition.com

Juice



Market



In the November 2024 edition...

ORANGE JUICE – The 2024/25 crop in Brazil is now winding down and the main producers will have finished running fruit by the end of November.

APPLE JUICE – The 2024 apple crop in Poland is now over, which is very early compared with past few years.

GRAPEFRUIT JUICE – In its first forecast for the season, the USDA expects production in Florida to reach just 1.40 million boxes.

GRAPE JUICE – The grape juice market is reportedly complicated in both Spain and Italy due to intense demand.

LEMON JUICE – Lower production in Argentina has significantly reduced the oversupply there.

PINEAPPLE JUICE – There is a severe delay to the start to the Winter crop in Thailand due to a sustained drought two months ago.

MANGO JUICE – Local processors in India say there are sufficient stocks of Alphonso puree to meet demand until the 2025 crop.

PASSION FRUIT JUICE – Passion fruit production in Ecuador continues at a slow pace and output this year is expected to be lower than in 2023.

JUICE DATA – Brazil FCOJ and NFC OJ exports • Brazil orange crop outlook • Brazil orange juice stocks • FCOJ futures • Brazil FCOJ price trend • Apple juice concentrate price trend • Grape concentrate price trend • Lemon concentrate price trend • Pineapple juice concentrate price trend • Mango concentrate price trend • Passion fruit 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:

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AIJN unveils its **Vision for a Healthy and Sustainable Future**

AIJN has published its "Vision for a Healthy and Sustainable Future." This comprehensive framework sets out a strategic direction for the fruit juice industry, emphasizing commitment in health and environmental sustainability.

President's Call for Collective Action

In the introduction, AIJN President Javier Lorenzo highlights the important role of the fruit juice sector in both the European and global food value chain. With a focus on supporting small and medium enterprises (SMEs), AIJN's vision recognizes the need to rethink agricultural practices amid accelerating climate change to ensure sustainable and continued production. He underscores AIJN's mission to maintain competitiveness in the fruit juice industry while prioritizing consumer well-being and environmental sustainability.

Key Pillars of AIJN's Vision

The document outlines two major pillars that guide AIJN's strategy:

- **Health and Nutrition:** With only 12% of the population meeting the recommended intake of fruits and vegetables, some 100% fruit juices provide an accessible source of key nutrients like vitamin C, folate, and potassium. Importantly, fruit juices contain no added sugars and contribute only 1-3% of daily energy intake, meaning they do not cause excess weight gain nor impact obesity risk. Research further highlights their benefits, including a potential reduction in the risk of cardiovascular disease, possibly due to their polyphenol and potassium content. In response to growing consumer demand, the industry is also introducing reduced-sugar fruit juices, offering health-conscious options with reduced natural sugar without sacrificing the benefits of **100% fruit juices**.

- **Sustainability and Environmental Commitment:** AIJN is committed to sustainability, ensuring the fruit juice sector adopts environmentally and socially responsible practices throughout the supply chain. The industry is focusing on reducing food waste by using surplus fruits and repurposing by-products like peels. Packaging innovation is a key priority, with a push toward recyclable, lighter materials aligned with the EU's Circular Economy Action Plan. Additionally, the sector is actively working to improve energy efficiency, reduce water usage, and cut greenhouse gas emissions as part of its decarbonization efforts. Through initiatives like the Sustainable Juice Platform and Covenant, AIJN is driving towards 100% sustainable sourcing by 2030, fostering sustainable practices across the entire industry.

Advancing the Future of European Fruit Juice: Key Policy Recommendations

To keep guaranteeing a prosperous future for both consumers and the environment and to reach full potential of the juice sector, support is needed from EU policymakers to continue driving the competitiveness of European industry through an **enabling legislative framework recognizing the specificities of the fruit juice sector**. In particular, AIJN calls on policymakers to:

- Ensure a coherent, science-based legislation, a unified Single Market,

and open trade policies. Key advocacy points include:

- In health: recognise **100% fruit juice's unique nutritional value**, distinct from other beverages.
- In packaging: address the specific challenges of fruit juices in the Packaging and Packaging Waste Regulation, especially regarding reuse for **microbiological sensitive products**.
- In labelling: Support science-based revisions to the Food Information to Consumers Regulation and **careful assessment of origin labelling impacts**.
- In trade: Promote **reduced trade tariffs** to strengthen our industry's competitiveness and growth.
- 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**.
- Finally, AIJN emphasizes fruit juices as a solution to Europe's food challenges, offering **essential nutrients, affordability, and practicality** for consumers.

Through its advocacy efforts, AIJN seeks to create a legislative framework that promotes **consumer well-being, enhances industry competitiveness, and drives sustainability** throughout the European fruit juice sector. ●

For a detailed look at AIJN's key asks and vision, the full document and summary are available for download below. Find out more at:

- [AIJN's Vision for a Healthy and Sustainable Future](#)
- [Summary AIJN's Vision for a Healthy and Sustainable Future](#)

Juice Summit 2024: a global gathering shaping the future of the juice industry

Around 450 industry leaders discussed innovation, sustainability, and collaboration in the global juice sector.



PRESS RELEASE

Brussels, 25 October 2024 - The Juice Summit 2024, held in Antwerp on 16-17 October, concluded with great success, bringing together around **450 participants from around the world**. Jointly organized by [AIJN](#) (European Fruit Juice Association), [IFU](#) (International Fruit and Vegetable Juice Association), and [SGF](#) International (SAFEGLOBAL-FAIR), this year's summit once again reinforced its reputation as the **premier global platform for the fruit juice and nectar industry**. With dynamic discussions, insightful keynotes, and forward-looking sessions, the summit explored the critical challenges and opportunities shaping the future of the juice industry.

Key themes addressed during Juice Summit 2024

At the Juice Summit 2024, keynote speakers offered valuable insights into the industry's future. **Elwin De Groot** from RaboResearch addressed global economic challenges, emphasizing the need for innovation and adaptability. Following him, Elopak CEO **Thomas Körmendi** focused on the growing importance of sustainable packaging, urging the industry to make strategic, eco-friendly choices for long-term success. Following the keynotes, four panel discussions tackled key issues. The first a session focused

on **consumer behaviour**, including an analysis of psychological drivers, particularly during times of crisis such as inflation and health concerns. Leaders shared actionable insights on how businesses can adapt to emerging consumer trends, providing fresh opportunities to revitalize product offerings and better meet evolving consumer needs. Another key issue addressed was the **citrus greening disease** affecting the orange industry in South America with consequences on availability and price. The session stressed the importance of collaborative efforts between growers, researchers, and industry stakeholders to safeguard the future of orange juice production. Sustainability was another key theme at the summit, particularly during the session on the evolving **Packaging and Packaging Waste Regulation**, exploring how the juice sector can thrive in a circular economy, and analyzing both the challenges and opportunities presented by this regulation. The final session took a broad view of emerging markets of apple juice production and global citrus industry trends. The summit ended with a presentation on **building resilient food systems**, outlining adaptive strategies for handling

climate change, economic volatility, and global disruptions in agriculture.

Looking ahead: a united industry for a sustainable future

The Juice Summit 2024 concluded with a strong emphasis on adaptability, innovation, and sustainability as critical drivers for the future of the juice industry. Kees Cools, President of IFU, remarked, "The Juice Summit offers a great information and dialogue platform to all segments of the global juice supply chain in support of solutions for the many challenges the industry faces today." Joachim Tretzel, President of SGF, added, "The unique blend of commercial and technical subjects during the Juice Summit offers many opportunities to jointly exploit new routes to future success." Javier Lorenzo, President of AIJN, echoed these sentiments, stating, "The future of the juice industry lies in our ability to work together, share knowledge, and drive innovation". The next edition of the Juice Summit is scheduled for **early October 2025**, before Anuga 2025, with further details to be announced in the coming months. ●

For more information and to stay updated on future events, please visit [The Juice Summit Website](#) or contact: Francesca.pelosi@aijn.eu

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

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Fruit Juice Focus

Published by Ernest Worsley Publishing Ltd, 44 Farnham Lane, Tunbridge Wells, Kent, UK © 2024 Ernest Worsley Publishing Ltd. All rights reserved.

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