

fruit juice

ISSUE 51 - MAY/JUNE 2025

FOCUS

A close-up photograph of a person's hands holding a clear glass jar filled with water, lemon slices, and green leaves. A yellow and white striped straw is inserted into the jar. The background is a soft-focus yellow.

SUMMER SIPPING!

Fruit juice sustainability

ALSO IN THIS ISSUE • Citrus fruit origins • HPP technology • Crop round-up • News round-up



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fruit juice FOCUS

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Summer's coming

Welcome to the May/June issue of *Fruit Juice Focus*. The next edition of Fruit Juice Focus will provide an update on sustainability, delve into the world of citrus fruits and explore HPP technology.

The market as a whole continues to respond to evolving consumer preferences and are introducing healthier options whilst maintaining flavour, and addressing wellness concerns.

The recent changes in U.S. tariffs, are expected to have significant repercussions for the fruit juice sector. These tariffs include a 10% universal tariff and higher reciprocal tariffs on imports from various countries, including a substantial tariff on apple juice imports from China, which is the largest supplier of concentrated apple juice to the U.S. market.

As prices rise due to these tariffs, will consumer purchasing patterns shift? Let us know your thoughts!

We hope you enjoy the edition!

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:





Where do citrus fruits come from? Check the family tree!

Our team at The FruitGuys is chock-full of fruit experts. We can talk your ear off about Ojai Pixie tangerines, wax eloquent about the difference between a mandarin and an orange, and discourse for days on genetically modified organisms (GMOs) versus hybrids. But when we set out to answer the question “*Where do citrus fruits come from?*” we found ourselves so tangled in a genealogical web that even we needed to call for backup.

Luckily, the citrus pros at the University of California, Riverside (UC Riverside), came to the rescue. They worked with us to create the citrus family tree below, which will help you understand where your favourite citrus fruits come from and how they’re related to each other.

Where do citrus fruits come from?

As you can see, if the citrus family had to choose a relationship status on Facebook, it would definitely be “it’s complicated.”

“Most forms of citrus can cross with other forms. Some varieties have

no seeds or viable pollen, and those are not easy to cross. Citrus has been around for 6–8 million years and has since spread and evolved in many different geographical and climatic areas,” David Karp, an Assistant Specialist in UC Riverside’s Department of Botany & Plant Sciences, told The FruitGuys.

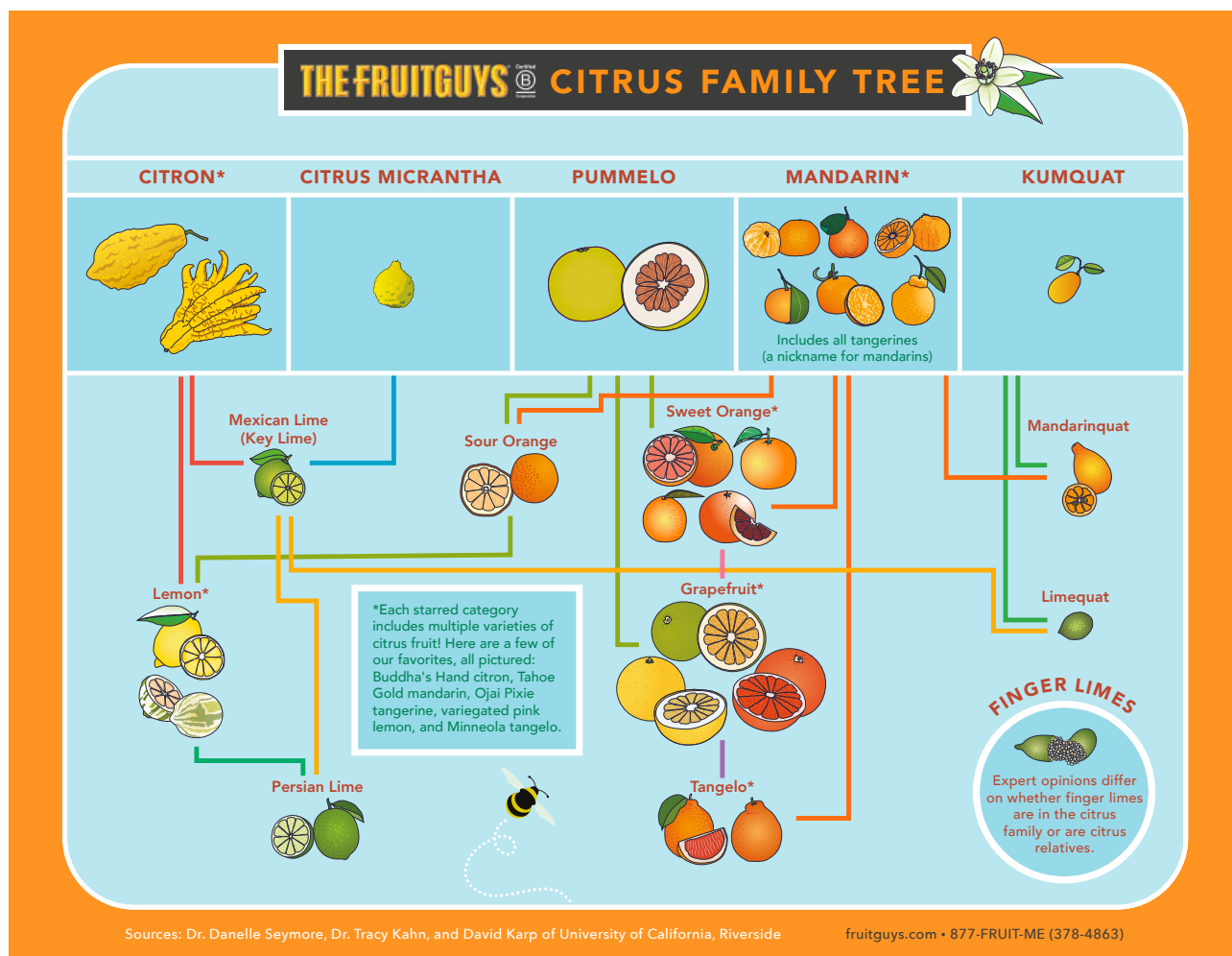
Karp has tasted and photographed more than 800 citrus varieties from the Givaudan Citrus Variety Collection at UC Riverside and says pomology (the study of fruit) “offers the perfect marriage of art and science.”

Here’s a quick guide to the tree to help you understand what you’re seeing.

What are the original citrus fruits?

Generally speaking, all of the citrus varieties we know and love – like navel oranges, Rio Red grapefruits, and key limes – are descendants of five types of citrus.

- **Citron:** These large, bumpy, yellow fruits often look like oversized lemons, with thick rinds and an acidic flavour. They also come in unique varieties like Buddha’s hand, which looks a bit like a squid with clusters of fruity tentacles or ‘fingers.’
- **Citrus Micrantha:** These tiny, bumpy, green fruits are native to the Philippines. They’re so bitter



that locals typically don't eat them, instead using the oil from their peels for fragrances.

- **Pummelo:** Also known as pomelos, these extra-large yellow-green fruits have an egg-like shape, thick rind, and sweet, mild flavour.
- **Mandarin:** These small, sweet, orange citrus fruits are fan favourites. Many varieties are easy to peel, and some are seedless.
- **Kumquat:** These tiny citrus fruits are the size and shape of grapes, with sweet skin and tart juice.

All five of these types likely originated in Asia during the late Miocene epoch, about 6-8 million years ago.



It's a type of sweet orange that appeared naturally, essentially through a happy genetic accident

Fruit geneticists call this the Asian radiation. Over the centuries, they've produced thousands of offspring through hybridization (when one variety crosses with another) and mutation (when a natural genetic variation occurs within one variety).

In our chart, the sweet orange is an example of a hybrid. It's a cross between pummelo and mandarin. A navel orange is an example of a mutation. It's a type of sweet orange that appeared naturally, essentially through a happy genetic accident.

Mandarins, tangerines, and oranges: What's the difference?

Mandarins, tangerines, and oranges are all relatively petite orange citrus fruits with juicy segments inside. So, what sets them apart?

Mandarins

Mandarins are one of the five original citrus fruits that all other citrus descended from.

Tangerines

From our chart, you'll see that tangerines fall under the mandarin umbrella. They're not descended from mandarins; they're a type of mandarin. Essentially, "tangerine" is another name for mandarins with deep red skin.

"Mandarin is the much older term and is a biological term, whereas the term tangerine was a nickname given to brightly coloured mandarins," Dr. Tracy Kahn, the curator of the Givaudan Citrus Variety Collection at UC Riverside, told The FruitGuys.

That means that while all tangerines are mandarins, not all mandarins use the nickname tangerines.

Oranges

Oranges – both sour and sweet – are mandarin descendants. They're hybrid varieties that appeared when mandarin naturally crossed with pummelo. We'll talk more about sour oranges in a moment, but sweet oranges are one of the most well-loved citrus types. The navel orange, Cara Cara orange, and blood orange are all naturally occurring mutations of sweet orange.

What's a sour orange?

If you live in the Western Hemisphere, you've probably never seen the name 'sour orange' when



strolling through the grocery store. This pummelo and mandarin cross is one of the parents of the lemon, but it's not nearly as tasty as its offspring.

According to the US Department of Health and Human Services, "Its fruit is too sour to eat raw, but the fruit, peel, and essential oils are used in cooking, as flavourings in beers and spirits, and to add aromas to perfumes."

Karp told us that some fans of the sour flavour also use the juice.

"Sour orange is common in some areas, notably the Caribbean, where its juice is used as a souring agent, much as limes and lemons are used," he said.

How are sweet limes related to other citrus?

If you're a sweet lime lover, you may have noticed that it's missing from our family tree, even though we like adding it to our fresh fruit delivery boxes during citrus season. That's

“ Citrus naturally boosts your mood with folate, enhances your immune system with Vitamin C, improves your digestion with fibre, and satisfies your sugar cravings



because sweet lime’s heritage takes ‘it’s complicated’ to another level.

Sweet lime is a cross between citron and a mysterious mandarin and pummelo hybrid. That hybrid is likely extinct, and pomologists don’t have a name for it or know what it looked like. So, as much as we love sweet lime, we left it off our chart to avoid confusion.

How do finger limes fit into the citrus family?

You may have noticed that we also didn’t list finger limes among the original citrus fruits, even though they don’t have any ‘parent’ fruits on our chart. That’s because finger limes are

part of what fruit geneticists call the Australian radiation – a more recent spinoff of the Asian radiation.

The Australian radiation includes finger limes, round limes, and desert limes. It appeared in the Pliocene epoch between 5.3 and 2.5 million years ago.

“Some people consider Australian finger limes as citrus, but others of us still consider it a citrus relative, *Microcitrus australasica*, so not in the genus citrus but closely related,” Kahn told The FruitGuys.

For simplicity’s sake, The FruitGuys typically refers to finger limes as a type of citrus, but the difference is worth noting.

Why is citrus good for you?

Now that we’ve answered the question, “Where do citrus fruits come from?” let’s talk about something even more important - why they’re good for you.

Eating citrus naturally boosts your mood with folate, enhances your immune system with Vitamin C, improves your digestion with fibre, and satisfies your sugar cravings. It’s also good for your heart, skin, and joints.

In short, eating fresh and juicy citrus gives your mind and body a boost. It’s a great snack for the office – or any time or place. ●

About The FruitGuys

The FruitGuys delivers farm-fresh fruit and clean-ingredient snacks to employees nationwide, helping companies build happier, healthier teams while making a positive social impact. We’ve sourced produce from small farms and delivered it in eco-friendly packaging since 1998. Every order feeds people in need and helps fund sustainability grants for farmers. With nationwide distribution hubs, our family-owned business makes it simple for companies to provide fresh, nutritious options to their employees.

Latest juice industry news...

USA

PepsiCo to Acquire poppi

PepsiCo announced that it has entered into a definitive agreement to acquire poppi, a fast-growing prebiotic soda brand, for USD1.95 billion, including USD300 million of anticipated cash tax benefits for a net purchase price of USD1.65 billion. The transaction also includes an additional potential earnout consideration subject to the achievement of certain performance milestones within a specified period after closing of the transaction.

"We've been evolving our food and beverage portfolio over many years, including by innovating with our brands in new spaces and through disciplined, strategic acquisitions that enable us to offer more positive choices to our consumers," said Ramon Laguarta, Chairman and CEO, PepsiCo. "More than ever, consumers are looking for convenient and great-tasting options that fit their lifestyles and respond to their growing interest in health and wellness. poppi is a great complement to our portfolio transformation efforts to meet these needs."

poppi is a fast-growing functional soda brand that combines prebiotics, fruit juice, and apple cider vinegar to create a deliciously refreshing low calorie soda with no more than five grams of sugar per serving. poppi's consumer-first approach, cultural cache, and nutritional profile have nurtured a loyal fan base and driven rapid growth. poppi was created by Allison and Stephen Ellsworth, discovered on Shark Tank by Rohan Oza and funded by CAVU Consumer Partners from their initial seed round to today.

"As we look to reorient our portfolio offerings to address white space consumer needs, the poppi brand's unique intersection with wellness and culture is a perfect addition to our portfolio," said Ram Krishnan, CEO, PepsiCo Beverages U.S. "Allison and the poppi team have built a magnetic brand that's ahead of the trends, with a loyal consumer base and a demonstrated capacity for growth. We are big fans of the poppi brand movement and believe this incredible brand paired with our commercial capabilities will drive continued growth and innovation for years to come."

Press Release pepsi.com

EUROPE

Increased deposits on beverage packaging in Sweden 2025

The deposit on PET and aluminium beverage containers will increase this year in Sweden, making it even more attractive for consumers to sort recyclable materials appropriately to benefit the climate and environment.

Swedish DRS company Returpack will increase the deposits on all packaging: from SEK1.00 to SEK2.00 on aluminium cans and small PET bottles and from SEK2.00 to SEK3.00 on large PET bottles.

"The Swedish deposit return system has become a world leader thanks to 40 years of close cooperation between Returpack, producers and retailers, and engaged consumers. This makes a significant difference for the environment and climate. By increasing the deposit amount, we will give the system another boost," says Tomas Kjellker, CEO of Returpack.

2.7 billion packages were returned to the recycling loop in 2023, corresponding to a deposit rate of 88.5%. The numbers are expected to have increased again for 2024. The Swedish DRS objective is to remain stable above 90%, bringing substantial environmental benefits. In 2023, the DRS in Sweden saved 180,000 tonnes of carbon dioxide, equivalent to a full year's emissions from a medium-sized Swedish city.

Recycling-magazine.com

ASIA

Louis Dreyfus brings Montebelo Brasil Premium, fruit juice to Indonesian consumers

Louis Dreyfus Company (LDC) has announced the launch of its fresh fruit juice brand, Montebelo Brasil, in Indonesia - a development that marks the brand's entry to Asia, following its successful launch in France last year. The Montebelo Brasil juice range includes premium, Not From Concentrate (NFC), 100% fruit juices, catering to Indonesian consumer demand for natural and nutritious beverage options. With a population of over 277 million, the Indonesian juice

market is expected to grow at a CAGR of 6.3% through 2028, driven by increasing consumer demand for natural beverages.

The expansion of Montebelo Brasil into a new market aligns with LDC's strategic plan to extend its reach downstream in the value chain – in this case, by growing its footprint in the value-added juice segment, as part of the company's commitment to offering high-quality, natural beverages in key global markets. "Indonesia is a strategic market for Montebelo Brasil, which is well positioned to offer premium and traceable juices that address growing consumer preference in the country for natural and nutritious beverages," said Rajat Dutt, LDC's Country Head for Indonesia. "This development builds on LDC's already strong and growing business portfolio in the country, where we celebrated 25 years of presence last year."

Montebelo Brasil will launch four signature juices in Indonesia: Two 100% natural and Not From Concentrate (NFC) orange juices (with and without pulp) Orange, maracuja and lime nectar. Lemonade blending lime and lemon.

With more than three decades of experience as a responsible citrus grower, LDC manages 30,000 hectares of certified orchard across 36 farms in Brazil, in line with the Group's commitment to sustainability, traceability and excellence. "Initially with this launch, the brand aims to offer 100% natural orange juices with assurance of orange juice traceability for Indonesia's end consumers," said Aurélien Grisval, LDC's Head of Downstream Markets for Juice. "We seek to further collaborate with like-minded partners – in Indonesia, and beyond, to drive the brand's expansion, ensuring that we continue to meet the evolving expectations



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- ◆ *Puree*
- ◆ *Juice concentrate of fruits and vegetables in conventional, baby food, organic and demeter*



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of increasingly discerning consumers who expect quality and transparency on the origin of their products." Montebelo Brasil will be progressively rolled out to more than 50 Ranch Market and Farmers Market outlets across Indonesia by end of April, with nationwide expansion scheduled for 2025 and ongoing discussions with additional retailers, to strengthen the brand's presence across the country and ensure wider accessibility for consumers.

Press Release Louis Dreyfus

UK

James White invested GBP250K in new beetroot press

James White has announced a major milestone at James White Drinks – we've just installed a brand-new GBP250,000 beetroot press at our factory in Suffolk!

Located at our home at Whites Fruit Farm, this investment comes on the back of a fantastic year for Beet It. In 2024, we achieved 47% growth, taking us to over GBP5 million in retail sales value, making us the UK's #1 beetroot juice brand. And we're only just getting started.

While much of the juice category has been in decline, Beet It is bucking the trend—thanks to health-conscious customers like you who care about what's in your glass. Beet It isn't just another health drink; it's a brand rooted in real science.

"Beet It continues to defy the decline seen in the wider juice category, as increasingly health-conscious consumers buy into a brand that is built on actual medical research and not some faddy health claims," says our Managing Director, Lawrence Mallinson.

Since 2008, Beet It has been at the forefront of beetroot juice research, supporting over 300 scientific studies into its effects on things like blood pressure and stamina. You may have even caught our mention in Channel 4's Michael Mosley: Secrets of the Big Shop, when the late Dr. Mosley visited our farm in 2023.

This new press doesn't just help us meet growing demand—it also deepens our commitment to UK production and to supporting organic farming across East Anglia.

"Our investment in the site shows our commitment to pressing in the UK and our support for Organic farming across East Anglia," adds Lawrence.

The new press will support the production of over 1 million litres of organic beetroot juice each year, all pressed right here at our Suffolk site.

Press Release James White

USA

Apple juice recalled due to potential contamination with toxic substance

A US brand of Apple juice has been recalled because it may have been contaminated with a toxic substance.

S. Martinelli & Co. issued a voluntary recall of 7,234 cases of its apple juice last month due to potential contamination with patulin, as reported by the Food and Drug Administration (FDA). According to the FDA, patulin is "a toxic substance produced by moulds that may grow on apples."

Patulin has previously been found to occur at high levels in some apple juice products offered for sale in or imported into the U.S.

In April the FDA defined the recall of Martinielli's apple juice as Class II, meaning it's "a situation in which use of or exposure to a violative product is not likely to cause adverse health consequences."

There were 7,234 cases, a total of 111 batches of the apple juice included in the recall. There has been no cases of illness noted.

Independent.co.uk

INDIA

100% fruit juice claim by Dabur misleading

FMCG Dabur India have been called out by the Food Safety and Standards Authority of India (FSSAI) for their 100% fruit juice claim on its packaging. Labelling it 'misleading', the FSSAI informed the Delhi High Court that the '100% fruit juice' claim used by food business operators is dis-allowed as per the existing food safety regulations.

According to reports, an affidavit was filed in April in which the regulatory body stated that the Food Safety and Standards (Advertising and Claims) Regulations, 2018, does not allow the term '100% fruit juice' about fruit juices to be used.

FSSAI argued, such claims are likely to give consumers a false impression about the juice and its composition, especially when it contains other added ingredients.

Dabur India challenged FSSAI's June 2024 order, which asked the FBOs to remove such claims from the advertisement packaging labels. In response to FSSAI's claim, Dabur said that the directive is 'legally unsound' and arises from a misunderstanding of the already existing regulations.

The company claims its Real Activ juice, a reconstituted product, was made by adding water to fruit concentrate, which restored the product's natural composition without adding extra sugar. The company further added that all FSSAI standard have been complied to in this process, thereby its '100% fruit juice' label on the packaging is correct.

The regulator opposed Dabur's claim citing the views of the scientific panel on Labelling and Claims/Advertisements, noting such claims violate Regulation 2.3.6 of the Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011.

The matter is pending for consideration before the Delhi High Court and the next hearing will be in July.

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USA

US juice recalled in 12 states due to contamination

A juice sold across 12 states in the US has been recalled due to a potential contamination of botulism.

The U.S. Food and Drug Administration (FDA) issued a report this month about Walker's Wine Juice recalling its pumpkin juice because it may contain botulism, a 'potentially fatal form of food poisoning.

According to the report, symptoms of botulism include general weakness, double-vision, dizziness, difficulty in breathing, trouble with speaking or swallowing, muscle weakness, abdominal distension, and constipation.

The recall was issued after the New York State Department of Agriculture and Markets Food Inspectors discovered the juice's pH was too high to be processed per Walker's 'hot fill' schedule process.

"As a result, it was determined that no adequate kill step was used to address the possibility of microbiological hazards," The FDA's release read.

The number of recalled pumpkin juice containers has not been confirmed, but the FDA clarified that it applies to all lots of Walker's Wine Juice's 2.5-gallon bag in a box and 5-gallon hot pack labelled "pumpkin" in addition to their 30-, 60-, and 275-gallon bulk containers also labelled "pumpkin."

No illnesses have currently been reported, and customers who have purchased the juice are urged to contact Walker's Wine Juice in order to dispose of it properly.

Independent.co.uk

ASIA

BlueTree targets Latam, Southeast Asia, as novel sugar reduction tech gains momentum

Israeli startup BlueTree Technologies is using a patented process to selectively remove sugars from juice and milk. A deal has been agreed with a manufacturer in Thailand and they are in talks with leading juice players in Latin America after successfully scaling its tech with Israeli juice maker Priniv.

"Getting the installation at Priniv was a huge milestone for us", Michael Gordon, CEO of BlueTree Technologies explains.

"The orange juice with 33% less sugar is now in the market (labelled as sugar reduced orange juice). This is huge for us because the first question any (prospective) customer asks us is, does your tech work on an industrial scale, and can we see it for ourselves? The answer on both counts is now yes."

They recently signed agreement with the Thai manufacturer has implemented the final phase of its sugar tax of beverages. There is also an agreement with a dairy company in Latin America to develop low-to zero-sugar dairy products.

Over the past year, BlueTree has conducted more than 10 successful trials with global brands, said Gordon. "They send us their raw material, we reduce sugar at our partner Priniv's industrial-scale plant, put the juice in barrels and send it back to them for testing."

The BlueTree system enables firms to cut significant amounts of sugar. Consumers are looking for lower-sugar options across the beverage set in all markets, says Gordon.

But they also want natural, less processed, clean-label products, and BlueTree can deliver both. "The products can still be labelled as sugar reduced 100% juice and you still only have one ingredient on the ingredients list."

agfundernews.com

EUROPE

A juice production plant will be built in in Bukovyna, Ukraine

Construction of the Interjuice Bukovyna juice concentrate production plant is underway in the village of Kobolchyn, Chernivtsi region. The enterprise will be able to process up to 1,500 tons of fruit raw material per day. The plant's primary product is concentrated apple juice, as well as juices from local berries and fruit, including raspberries, cherries, sweet cherries, and plums. Raw production materials are planned to be purchased mainly from farms in the Chernivtsi and neighbouring regions, which will provide additional support for agricultural producers.

The project is being implemented within an industrial park framework with an area of almost 12 hectares. It is

also planned to build warehouses, treatment and drying facilities, administrative buildings, and access roads.

In addition to its primary product, the plant will also produce biogas obtained during the fruit processing process and provide heat for its facilities and local communities.

The production launch is planned by the end of this year and will create around 150 jobs.

Ukraine Business News

USA

FDA will allow three new colour additives made from minerals, algae and flower petals

The US Food and Drug Administration (FDA) have said that they would allow three new colour additives made

from natural sources to be used in the nation's food supply.

It comes after health officials pledged a sweeping phase-out of petroleum-based dyes widely used in foods from cereals to sports drinks to boost health — though action is still pending.

The Food and Drug Administration said it is granting petitions to allow galdieria extract blue, a blue colour derived from algae; calcium phosphate, a white colour derived from a naturally occurring mineral; and butterfly pea flower extract, a blue colour made from dried flower petals.

The colours will be approved for use in a range of foods from fruit drinks and yogurt to pretzels, ready-to-eat chicken and candies. The move "will expand the palette of available colours from natural sources for manufacturers to safely use in food," FDA officials said in a statement.

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Case study: **How HPP technology transformed a juice company's UK throughput**

With Europe's race to hit net-zero emissions by 2050, executives are targeting efficiency and sustainability as their primary operational concerns.

Written by **George Hughes-Davies**, *Daily Dose Juice UK* and **Andrea Giuntoli Baldassini**, Regional Marketing Manager, *EMENA (JBT Marel)*.

Installing revolutionary technology efficiency in production line operations is a top priority for manufacturing professionals at all levels. According to PMMI, 61% of executives at the highest level prioritise productivity as their foremost concern for their operations.

JBT Marel, a leading global technology solutions, and provider to high-value sections of the food and beverage industry, installed a large HPP machine in Daily Dose Juice's UK facility; successfully optimizing production capacity to commercialise and scale the company with sustainability in mind.

Increasing production and enhancing sustainability

Daily Dose Juice UK is a leading juice manufacturer that produces and delivers fresh, cold-pressed juices. Focused on using high-quality, natural ingredients to create a variety of juice blends, the company aims to promote health and wellness, while emphasizing sustainability.



Daily Dose Juice UK could produce more in less time, which decreased the cost per litre of juice

Daily Dose Juice UK was interested in purchasing new machinery to multiply their production throughputs and enhance sustainability efforts as the only UK site to utilize HPP. With energy resources being costly and rates being competitive, Daily Dose Juice UK wanted to make strides toward a more economical and sustainable plant but needed help. To address these issues, the company sought a solution that would not only meet its current capacity needs but also support future growth with its new 90,000 sq ft chilled facility. "About four years ago we met with JBT and saw the Avure HPP machine in operation in Holland and Italy. We were initially impressed with the footprint size of the HPP

machine versus the actual size it takes up in comparison to its competitor. JBT's machinery was a quieter, more intensified energy-efficient option," said George Hughes-Davies, Director at Daily Dose Juice UK.

The Avure HPP machine provided a unique solution by automating the in-loading and out-loading processes, significantly reducing labour costs and improving efficiency. By bringing the HPP process in-house, Daily Dose Juice UK could produce more in less time, which decreased the cost per litre of juice. "The support from JBT Avure has been exceptional, ensuring smooth installation and ongoing optimal performance. The experience

JBT HPP Avure Machinery



and knowledge provided when working with JBT has been a huge benefit to the Avure team. The expertise that the team brings has helped advise us with any trouble-shooting we have faced," Hughes-Davies said.

Installation and progress timeline

Challenge: Daily Dose Juice UK needed to grow its HPP capacity in order to commercialise and scale the company, with a machine that was suitable for its production line footprint, energy constraints and future growth plans.

Solution: JBT installed Avure HPP at the UK facility within three months, to produce a quick turnaround for sooner production results and a stronger local produce market connection.

The progress

Within the first year of use, the machinery:

- Expanded volume by over 100%, producing up to 400K+ bottles per week compared to the previous limit of 100K

" In terms of volume, we have grown over 100% in capacity in the last year

- Moved from an eight-hour production shift to a 24-hour continuous production supply
- Prioritized processing locally and utilizing energy-efficient compact machinery, reducing road miles and electrical needs, creating a more sustainable operation

Results: The installation of the Avure HPP machine has yielded significant benefits for Daily Dose Juice UK in terms of sustainability and efficiency. One of the most notable results is the increase in production capacity. By upgrading and replacing their machinery with Avure HPP, the machine has allowed the company to increase output to about 400,000

bottles per week, compared to 100,000 per week prior. This boost in production positions Daily Dose Juice UK to serve more retailers and meet growing market demands, highlighting the machine's impact on operational efficiency. The company now plans to move from an eight-hour production shift to a 24-hour continuous production supply. This efficiency boost not only improved their profit margins but enabled them to meet the demands of larger retailers.

Production expansion

Daily Dose Juice UK has since added two machines to its production footprint and has plans to add more in the coming year. The enhanced production capabilities allowed the company to scale its business rapidly, with production increasing fivefold, supporting its high growth trajectory. The Avure HPP machine has also contributed to Daily Dose Juice UK's sustainability efforts. By processing locally, the company has reduced road miles for their products, leading to a more sustainable operation. The machine's energy efficiency and compact size have further enhanced

Products used with Avure HPP



the company's environmental sustainability, making it an ideal solution for cutting down on electrical needs. The ability to produce in-house has also reduced their reliance on third-party processors, decreasing Daily Dose Juice UK's overall carbon footprint.

"In terms of volume, we have grown over 100% in capacity in the last year, but we needed a machine that would continue to grow with us. By

installing the Avure HPP machine, our production capacity has increased, enabling us to meet the demands of larger retailers and significantly improve our profit margins," said George Hughes-Davies, Director at Daily Dose Juice UK. Daily Dose Juice UK's partnership with JBT has strengthened its market position. With the Avure HPP machine, they are not only the first Avure HPP system in the UK but are better equipped to

capture a larger market as consumers increasingly consider processing methods in their purchasing decisions. The company has seen millions of additional products sold and more brands starting to use HPP, indicating a growing market potential. The installation has been a significant milestone, setting Daily Dose Juice UK apart as a leader in innovative and sustainable production. ●

About JBT

JBT Corporation (NYSE: JBT) is a leading global technology solutions provider to high-value segments of the food & beverage industry. JBT designs, produces, and services sophisticated products and systems for a broad range of end markets, generating roughly one-half of its annual revenue from recurring parts, service, rebuilds, and leasing operations. JBT Corporation employs approximately 5,100 people worldwide and operates sales, service, manufacturing, and sourcing operations in more than 25 countries.

For more information, please visit www.jbtc.com

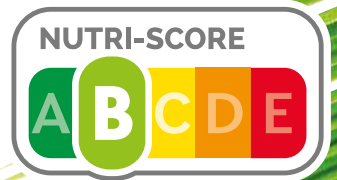
About Daily Dose Juice UK

Daily Dose was founded in 2016 and prides itself on producing cold-pressed juice. This method uses 100% raw, completely unprocessed juice, delivering a fresh and nutrient-rich product. By handpicking weathered fruit and focusing on sustainable practices, Daily Dose has created a brand that prioritizes both quality and the environment. The UK-based juicery is uniquely positioned in the market with advanced HPP capabilities, a commitment to using fresh British produce, and an unwavering dedication to delivering the highest quality products.

To learn more about Daily Dose Juice UK, visit www.dailydosejuice.co.uk

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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.
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Thinking beyond the bottle

Silvi Navarrete, Sustainability Manager at SVZ, charts the ongoing environmental challenges facing the juice industry, and explains how a bigger-picture focus is essential for taking the segment's efforts from siloed to supercharged.

The industry goal

Growers, ingredient suppliers, big brands and end consumers: everyone in the juice industry is working towards the same sustainability goals – right? Motivated by the sobering fact that food and beverage manufacturing accounts for over a third of global greenhouse gas emissions, juice producers are undeniably willing to take action. Major names such as Danone, Coca Cola, Nestlé and Unilever have all ramped up their ESG efforts in recent years, spotlighting ambitious net zero targets alongside commitments to reduce water consumption, promote conservation and biodiversity and champion greater

equity and equality. The issue is not a lack of effort, therefore – it's that the industry is pushing ahead on 'square wheels.' Individual companies and sectors are achieving positive results, but all this enthusiasm is being channelled into siloes, with increasingly opaque walls. These mismatched priorities are one of, if not the most significant, barriers to sustainable development facing the juice industry. The good news though, is we already have the tools necessary to turn things around.

Read on as we explore the factors holding back environmental progress and some potentially powerful solutions; Spoiler alert – the key is cross-industry collaboration.

Farming, certification and a lack of consistency

As with most food and beverage sectors, agriculture is the beating heart of juice production and the first port of call for any attempts to improve sustainability. The complication is that many different stakeholders are invested in the cultivation of fruits and vegetables.

The fresh produce market is separate from its ingredients processing counterpart, despite both drawing from the same root sources. For instance, over 60% of the apples grown in the European Union are reserved for direct sales to consumers in supermarkets, while the remainder

“ Spoiler alert – the key is cross-industry collaboration



is used to create juice ingredients and other products. Although these proportions can vary each year due to factors such as weather conditions, crop quality, and market demand, the distribution can be even less favourable for other types of crops.

As previously mentioned, while most companies are committed to promoting sustainable agricultural practices and increasingly seeking out certifications from bodies such as the Sustainable Agriculture Initiative Platform (SAI), these efforts tend to be pursued in isolation. Siloed frameworks like this present a problem when fresh market companies require farmers to pursue one type of certification, while juice producers ask for another.

We can see this tension in action in the case of strawberry crops, which are equally crucial to manufacturers of juices and purees as they are for fresh produce vendors. Specific examples are hard to nail down, but it's entirely possible that the same strawberry farms could be audited for their adherence to Regenerative Organic Certified (ROC) standards on behalf of the fresh market, and simultaneously asked to comply with the Farm Sustainability Assessment (FSA) by SAI or GLOBALG.A.P. (Good Agricultural Practice) certifications

by members of the juice sector. Not only do these disparate, and sometimes competing, requirements place additional pressure on farms, but their lack of unity also allows systemic issues to go unaddressed – particularly when they are not a stated priority for the buyers with the greatest economic influence.

Evolving regulations and their contradictions

It's not just self-imposed sustainability standards that raise challenges for juice producers. Over the past five years, the European Commission (EC) has introduced a suite of sustainability legislation impacting the food and beverage sector. Notable examples include the Regulation on Deforestation-free Products (EUDR) and the Corporate Sustainability Reporting Directive (CSRD), the latter aimed at evaluating companies' sustainability performance, as part of the European Green Deal – a set of policy initiatives designed to make Europe the world's first climate-neutral continent. While necessary, the rapid introduction of multiple measures has significantly increased reporting obligations for the food and beverages sector.

Heightened regulatory complexity can, in many ways, be counterintuitive;

diverting juice producers' focus to the minutiae of various compliance points, rather than adopting the holistic view needed for long-term impact. A prime example of how a well-intentioned and welcome regulation can still present some challenges for food and beverage players is The Packaging and Packaging Waste Regulation (PPWR) (EU 2025/40). This recently enacted regulation mandates, among other things, that all packaging used in the EU market be 'recyclable in an economically viable way by 2030'.

Ambitious regulatory requirements like this are often precisely what's needed to fuel positive change. However, they can also create difficult dilemmas for producers. For example, aseptic bags used to store and transport semi-liquid food ingredients—such as fruit purees and juices—are currently not allowed to be made with recyclable materials. While promising innovations like mono-material aseptic bags are emerging, they are not yet widely available or adopted, leaving juice producers with limited viable options in the short term. All this underscores the importance of more effective communication between industry and regulators, to avoid leaving producers stuck and progress towards true sustainability, stalled.



All packaging used in the EU market be 'recyclable in an economically viable way by 2030



All or nothing: Inconsistent consumer engagement with sustainability

"Shoppers want to see food and beverage brands take action to protect the planet;" we've seen some variation of this phrase crop up in trend reports for many years – but is it actually true? The short answer is – yes, partially. Multiple studies indicate a consumer preference for products positioned as 'natural,' 'organic' and 'sustainably produced', but almost nowhere are these listed among the top purchase drivers. According to a recent meta-analysis, while consumers express a preference for 'environmentally-friendly' products, they also see climate change as more of a future concern – and one they feel powerless to change on an individual level.

This feeling of ambivalence equally extends to labelling, where for some, the line between nutritional facts and environmental credentials has begun to blur. Despite historically being seen as a 'healthy' product, the rise of metrics such as the NutriScore has given juices something of a sticky reputation. Due to their high sugar content, many juices fall into the C, D or E categories which, to

consumers who use the NutriScore to inform their purchasing decisions, signals that these products are not 'A' grade choices. Since health and sustainability have long been linked in the popular imagination, a worse NutriScore can lead some shoppers to view juice products as less sustainable, regardless of producers' efforts 'behind the shelves'.

Under the pressure of these multilayered sustainability challenges, the juice industry is feeling the squeeze. Fortunately, however, solutions are ready and waiting to provide a much-needed release valve.

Goodness, gracious, grass-roots engagement

It's often said change starts from the ground-up, and this is literally true in the case of food and beverage production. With their position on the front-line of fruit and vegetable sourcing for a wide range of industries, farmers and their operations are the natural starting point for assuring sustainability, but they cannot be the only ones to shoulder this responsibility.

Transitioning to practices such as regenerative agriculture takes time, up-front investment and a steep learning curve – all of which are especially daunting during an era of shrinking profit margins and worrying instability for the farming sector. Hands-on support from players up and down the juice supply chain is therefore crucial – not just because it gives growers the security they need to pursue sustainable practices, but also breaks down the siloed thinking that hinders progress. This support can take the form of matched funding, training programs, and improved access to technical advice for farms committed to transitioning to regenerative practices.

Hands-on support from players across the juice supply chain is therefore crucial – not just because it gives growers the security they need to pursue sustainable practices, but also because it helps break down the siloed thinking that hinders progress.

Grass-roots engagement efforts can also extend into the fields themselves, as in the case of SVZ's pilot project to test plastic-free strawberry mulch in partnership with one of its customers, biodegradable

film manufacturer BASF and partner farms located in Huelva, Spain. Following unsuccessful trials with paper-based mulch during the 2020-21 and 2021-2022 harvests, SVZ's agronomists turned instead to ecovio®, a certified biodegradable mulch film manufactured by BASF. Put to the test alongside conventional plastic mulching for the 2022-23 organic strawberry crop, the ecovio® film returned promising levels of durability and performance, as well as drastically lowered plastic waste. As a result, SVZ and the customer made the decision to expand the project to conventional strawberry crops for the 2024-25 season, the results of which will be published later this year. Case studies such as this are a small, yet powerful, example of what can be achieved when farmers are empowered by ingredient suppliers and FMCG brands to bring scalable solutions to the field, for the benefit of current and future harvests.

Bringing consumers on-side: Building trust and transparency

Greenwashing, label confusion and tightening budgets have all done their part to erode consumers' faith in sustainability claims, but none have fully succeeded. Even in the face of the challenges mentioned above, for most people, environmental responsibility is a must rather than a nice-to-have. The best way to cultivate consumer trust is, therefore, transparency. Data from Nielsen IQ suggests almost two thirds of shoppers worldwide would switch from a brand they normally purchase to another that provides more in-depth product information beyond just basic nutritional facts. Clearly, consumers are keen to be brought further into the loop and support the brands that get them there.

One of the most effective routes juice producers can take to secure

credible, shareable information is undergoing assessment by trusted third parties such as EcoVadis, SAI or the GLOBALG.A.P. Such audits range in scope to cover everything from sourcing volumes and supplier tracking, to internal training initiatives and overall carbon emissions. But regardless of their focus, the data these assessments provide is invaluable for demonstrating a sincere commitment to consumers, regulators and potential collaborators.

Another essential aspect to this trust-building exercise is parity. Food and beverage brands that expect suppliers to comply with strict traceability standards should also be prepared to apply the same critical eye to their own operations and submit to regular external audits designed to keep them accountable. SVZ, for instance – in the quality of member of the Sustainable Juice Covenant – subjects its entire juice, puree and concentrates portfolio to a comprehensive annual survey by an international auditor. The results of the 2024 audit showed the company achieved 83% sustainable sourcing of its core ingredients portfolio – i.e., strawberry, raspberry, blackberry, blueberry, bland and red currant, carrot, spinach, kale and red beet, up

more than 12% compared with the previous year. Concrete figures like these are a tool juice producers can use to inform their own sustainability reporting and give consumers the reassurance they crave.

Collaboration. Collaboration. Collaboration.

The introduction to this article may have given the game away but it bears repeating; collective, holistic action is the foundation for a sustainable food system that works for everyone. It's a clear conclusion, but that's not to say building inter-industry collaboration is a simple task. In some areas of the food and beverage sector, including juice processing, core techniques and processes have remained largely the same for centuries, incrementally advancing as new technologies evolve and become mainstream. For an existential challenge like climate change however, change cannot be slow, small or siloed. It must be bold, and it must be done together.

To learn more about SVZ's environmental commitments, including its c2030 initiative – a call to action for the whole food and beverage industry to prioritise sustainability – visit: <https://www.svz.com/sustainability> ●

About SVZ International B.V.

SVZ International B.V. is a trusted global supplier of premium fruit and vegetable ingredients for food and beverage manufacturers worldwide. With over 100 years of expertise in the agribusiness, SVZ leads the industry in quality and sustainability. Its deep-rooted agricultural heritage, accredited sustainability initiatives and strong partnerships with local growers ensure a consistent, year-round supply. Sourcing from the world's finest growing regions, SVZ guarantees that its fruits and vegetables are cultivated, harvested and processed to the highest standards.

SVZ's extensive portfolio of fruit and vegetable single strength purees, puree and juice concentrates and Not-From-Concentrate offers endless across a wide range of applications. From premium beverages to ice cream, dairy alternatives, bakery and desserts, jams and fruit preparations, soups, baby food, confectionery, and pet food, SVZ delivers high-quality ingredients tailored to diverse product innovations. SVZ is also certified to produce organic products.

Contact information: +31 (0)76 5049 494 | info@svz.com

Navigating challenges in the juice market with plant-based colours

EXBERRY® by GNT's Alice Lee explains how colours made from fruits and vegetables can help manufacturers increase juice drinks' appeal and stay ahead of regulatory changes.

The juice sector is experiencing huge turbulence – from price volatility to issues with crop quality.

As a result, the number of 100% juice drink launches has been in decline worldwide. Some brands have increased prices or reduced package sizes to maintain their profit margins, but these approaches risk upsetting consumers.

Recipe optimisation can provide an alternative strategy. Some brands are switching to other juice blends or reducing the amount of juice in their recipes. Mintel analysis shows the recent price volatility has led to an increase in global launches of drinks with a juice content below 24%.

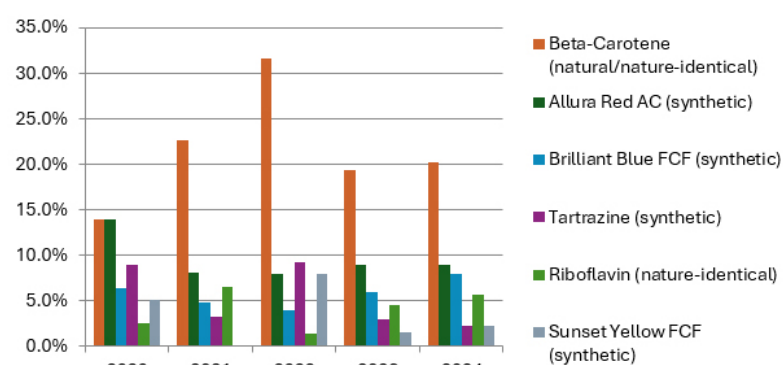
Plant-based colours can play an important role in recipe optimisation strategies and beyond, helping juice drinks maintain strong appeal as well as meeting evolving consumer and regulatory demands.

How colour can help

Colour is key in setting first impressions about product identity. A bright orange beverage primes the palate for citrus; a bold red gummy conveys juicy strawberry or cherry.

"The juice sector is experiencing huge turbulence – from price volatility to issues with crop quality"

Table: Colours in US Juice drink launches (2020-2024)



More than that, colour also affects judgements of product quality. For example, studies have found that the intensity of a colour can affect the intensity of taste and flavour perception. Red has been shown to boost

sweetness detection, expectations of sweetness and perceived sweetness intensity in beverages. Another study found that adding red colouring to orange juice can significantly increase expectations of product enjoyment.

Colouring ingredients help manufacturers achieve visually appealing shades that remain stable throughout shelf life. They also support formulation flexibility by enabling consistent appearance, even with reduced juice content.

Synthetic colours in juices

Colour is vital to maximizing beverages' shelf appeal – and the choice of colouring ingredient can be every bit as important. The issue is especially pressing for those looking to align their portfolios with shifting standards in the American market.

Synthetic colours are widely used in juice drinks in the U.S. Over the last five years, Mintel data shows food colours were used in 73% of all U.S. juice drink launches, which include juices, nectars and fruit-flavoured still drinks. Beta-carotenes were the most widely used but were followed by the synthetic colours Allura Red AC (also known as FD&C Red 40), Brilliant Blue FCF, and Tartrazine (also known as FD&C Yellow 5).

However, the situation is now evolving quickly. The U.S. Food & Drug Administration has already announced a ban on the synthetic dye Red No. 3 and revealed in April, jointly with the Department of Health and Human Services, that it intends to take steps towards eliminating all FD&C dyes.

The climate of regulatory uncertainty is already prompting brands in the U.S. and beyond to future-proof their formulations by moving towards plant-based colours. This transition brings both opportunity and complexity for manufacturers as they seek to move to consumer-friendly solutions.

Switching to plant-based colours

When it comes to label declarations, plant-based colours offer an ideal solution. Our EXBERRY® colour portfolio is created from sustainably grown, non-GMO fruit, vegetables and



Grapefruit juice

plants. They can be used to support clean and clear label declarations such as “concentrates (carrot and blueberry)” in the UK and EU or “fruit and vegetable juice for colour” in the US. Some brands also lean into transparent ingredient storytelling – describing how the colours were grown and created – and use front-of-pack claims such as “coloured with fruit and vegetables” to maximize their impact.

Importantly, plant-based colours can also be used to deliver a complete spectrum of vibrant, stable shades, allowing manufacturers to achieve excellent results in everything

from apple juice to blue spirulina smoothies.

At the same time, plant-based colours rely on the natural pigments in the fruits, vegetables, and plants they are made from. As a result, they each have their own technical considerations and are not a plug-and-play solution. Variables like pH, light exposure and thermal processing can significantly affect performance.

For example, spirulina provides vibrant blue shades but is sensitive to heat and acid so requires careful formulation. Our EXBERRY® Blue for Beverages technology was developed



Plant-based colours rely on the natural pigments in the fruits, vegetables, and plants they are made from



Guava passionfruit



Tropical juice

specifically to enable spirulina to remain temperature- and acid-stabilized in beverages including juice drinks.

A black carrot concentrate, meanwhile, contains anthocyanin pigments, which will deliver vibrant reds in acidic products but can shift blue at higher pH levels. Beetroot concentrates are pH-independent and can deliver bright pink shades, but they are sensitive to heat. In many cases, a blend of colour concentrates will provide the ideal solution in terms of the target shade, stability, and cost.

Plant-based colours are not a one-to-one replacement for synthetics and may carry a higher ingredient cost. However, they typically represent only a small portion of the total recipe, and costs can often be managed by selecting optimal raw materials and colour formats tailored to the specific formulation.

Working with colour suppliers

To ensure optimal results with plant-based colours, collaboration between colour suppliers and application teams is essential.

It is important that this collaboration happens as early as possible to avoid unnecessary complications. Cross-functional alignment between R&D, marketing, operations and procurement is key to managing expectations and delivering consistent results.

At GNT, we've been guiding customers through the product development process for decades. Our services cover everything from colour matching to recipe optimization to regulatory matters. We will quickly identify the best possible raw materials to meet project requirements and provide guidance on the most effective approach for individual formulations.

Stability testing

Manufacturers need to know that colours will perform well throughout the shelf life. To test colour stability, we use a range of accelerated methods to predict performance in a fraction of the real time.

Below are some of the methods that can be used to test plant-based colours in beverage formulations. Decisions should be based on visual assessment using the correct light source for the point of sale. It is also

important to consider how products may look when consumed – for example, at home or in foodservice establishments.

- **Accelerated store-light testing:** The Binder is used to control levels of light, heat and humidity and to create store-light conditions. This is suitable for a diverse range of beverage types.
- **Accelerated heat testing:** A hotbox can also be used as a stress test to mimic hot warehouse conditions. This is suitable for evaluating outdoor vending or for quickly screening colour options within a short timeframe.
- **Chilled accelerated store-light testing:** The chilled light chamber enables accelerated light stress (photodegradation) for chilled products stored at 2-5°C in a controlled illuminated setting.
- **Accelerated UV testing:** Atlas testing provides an indicator of performance under extreme light stress. It is used principally for colour screening purposes and where UV/sunlight exposure is of concern in the distribution channels.

When providing colours for newly developed products, we always recommend that manufacturers test their uncoloured beverage as well as the coloured options. This is because in many cases its natural appearance will change over the course of the shelf life – which then has a knock-on effect on the performance of the colouring ingredients. We also rely on real-time testing to account for ingredient interactions, such as those involving ascorbic acid, that do not follow standard accelerated protocols.

Supply-chain considerations

Natural colour production depends on factors like crop yields, harvest timing and regional availability. By working with suppliers who control and monitor their supply chains

closely – often from seed to solution – manufacturers can mitigate risk while building formulations that are both appealing and future-proof.

At GNT, we have invested heavily in establishing a strong and resilient global supply chain. We grow crops in different continents, which helps us mitigate any climate challenges as well as issues around harvest timing. We also work closely with most of our farmers on long-term contracts to ensure traceability, quality and reliability. This end-to-end control supports consistent supply and mitigates risks related to crop variability or regional disruptions.

By tracking the journey from raw material to finished product, we can also ensure that EXBERRY® colours are free from GMOs and allergens.

Achieving success with clean-label colours

Juice drink manufacturers are currently facing up to challenges on several fronts. Plant-based colours can provide an effective way to ensure beverages deliver on visual appeal, clean-label demands and evolving regulatory requirements.

At GNT, we have been delivering plant-based colour solutions for food and drink for almost half a century. Whether you want to optimise your recipes or clean up your labels, EXBERRY® can provide the solution you need. ●

For more information about Exberry visit www.exberry.com

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FCOJ and FCOJ futures market



Orange Juice futures prices remain lower values since we last wrote for March/April edition but are now near longer-term support areas on the charts. A more stable pricing time can be expected. *Jack Scoville reports.*

The fundamentals have changed and caused the shift in pricing. The market has shifted its focus from the production problems of the last couple of years to hopes for relatively better conditions this year.

There are also hopes that the greening disease can be better managed. The disease is the cause for a 92% drop in Florida citrus production according to Raw Story news. That means more juice needs to be imported and that is going to be a problem for US consumers moving forward.

The charts show a big fall in prices from three months ago, when prices fell from a high above USD5.50/lb to just above USD2.00/lb. Futures gave back in one month the vast majority of the

rally seen in all of 2024. Selling seen last month took futures to the lows and tested some long-term support areas on the monthly charts. Additional support is seen about every 25 US cents lower on the charts, but we think prices could hold the USD2.00/lb level if that area is tested again. Resistance is seen at USD3.25/lb, tested last month, then USD3.50/lb and then above USD4.00/lb. Futures got very oversold on the test of USD2.00/lb, but could test that level again before attempting much of a rally.

Price action in the last six months suggests that the supply and demand differences have been resolved and that supply is enough to meet demand. More recent price action suggests that a floor in prices is forming now.

Choppy price action is expected for the next few weeks if the low is indeed forming as it takes some time for a low to form. It should be an interesting time for FCOJ traders down the road as the bulls and bears fight it out for supremacy. ●

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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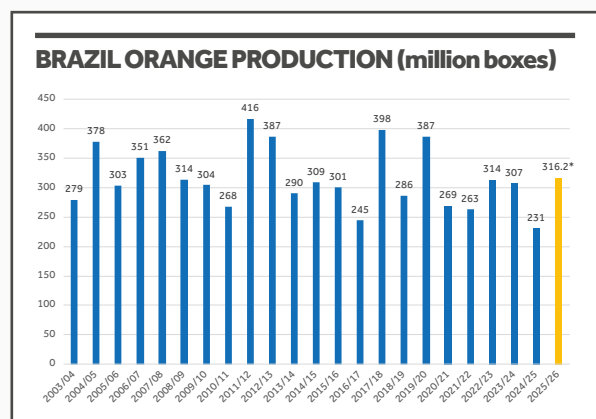
Our Team is ready to find
the best solution for your needs



A strong production forecast for Brazil's 2025/26 orange crop has delivered some relief to the market, which has been significantly undersupplied for some time. With the decline in global orange juice consumption supply and demand fundamentals for orange juice should be much more balanced as the year progresses.

BRAZIL 2025/26 ORANGE PRODUCTION FORECAST

The 2024/25 orange crop forecast for the São Paulo and West-Southwest Minas Gerais citrus belt is 314.60 million boxes (40.8kg per box). The projected volume is 36% higher than the 230.87 million boxes produced during the previous crop and brings production back into the average range of the last ten years.



Bearing trees total 182.71 million and occupy an area of 362,160 hectares in this crop season. These figures represent an increase of 12.7 million trees.

The average number of fruits per tree in April 2025, without considering the drop that occurs throughout the season, is 617, which represents an increase of 30% in relation to the previous crop. The projected average drop rate is 20.0% and the final fruit size projection is 258 fruits per box.

*forecast; Source: Fundecitrus

BRAZIL 2024/25 ORANGE PRODUCTION

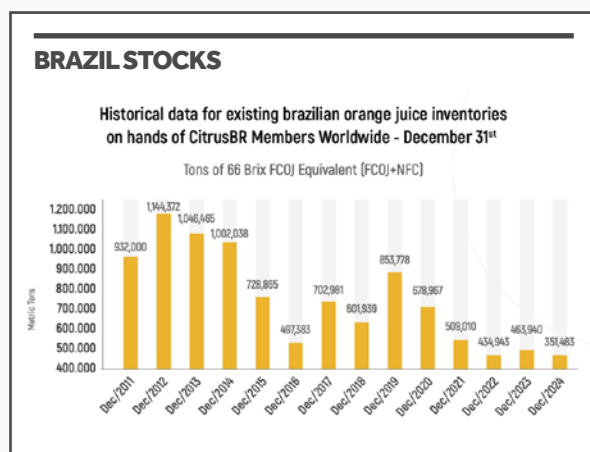
Fundecitrus released their final update on Brazil's 2024/25 crop in April which forecast production at 230.87 million boxes, a 1% increase on the previous forecast.

Source: Fundecitrus

BRAZIL FCOJ STOCKS

Global inventories of Brazilian orange juice, converted into FCOJ equivalent, held by CitrusBR members on 31 December 2024, were 351 483 tonnes, a decrease of 24.2% compared with 463 940 tonnes at the same time the previous season.

This figure is the lowest in the historical series. The disclosure of final processing data and industrial yield on fruit will be made by CitrusBR later in 2025.



Source: CitrusBR

FLORIDA ORANGE PRODUCTION

The latest forecast from the USDA on Florida's 2024/25 orange crop is 11.6 million boxes, up less than 1% from the previous forecast. If realized, this will be 36% lower than last season's final production.

The forecast for non-Valencia production is down slightly 4.58 million boxes. The Navel forecast, included in the non-Valencia portion of the forecast, is 100 000 boxes.

The forecast for Valencia production is up marginally from the previous forecast at 7.05 million boxes.

Source: USDA ●

Juice



Market

In the May 2025 edition...

ORANGE JUICE – Growing conditions are favourable for the 2025/26 crop in Brazil with regular rainfall and beneficial temperatures.

APPLE JUICE – The apple bloom for the 2025/26 season in Poland began in earnest after the Easter weekend. This was followed by freeze events for several nights across the country.

GRAPEFRUIT JUICE – Growing conditions in Mexico's key grapefruit regions have been dry and hot over the past month.

GRAPE JUICE – The industry in Argentina is currently concerned about the export market due to US tariff uncertainties.

LEMON JUICE – The 2025 lemon crop in Argentina is slow to get going due to persistent rainfall in the main growing areas.

PINEAPPLE JUICE – Supplies in Thailand remain extremely limited as the industry heads into the main 2025 crop.

MANGO JUICE – The 2025 mango crop in Mexico is slow to get going, but production is expected to be normal.

PASSION FRUIT JUICE – Peru's main passion fruit season has begun, but production is slow to get going.

JUICE DATA – Brazil FCOJ global exports • FCOJ futures • Brazil FCOJ price trend • Brazil NFC OJ global exports • Belgium FCOJ & NFC OJ imports • Netherlands FCOJ & NFC OJ imports • Apple juice concentrate price trend • Grape juice concentrate price trend • Lemon juice concentrate price trend • Pineapple juice concentrate price trend • Mango juice price trend • Passion fruit juice 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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www.juicemarket.info

Juice Summit 2025: Registration is now open!



• 1-2 October, 2025 • Bruges, Belgium

The Juice Summit is back, and so is your opportunity to connect with the global fruit juice community! Held for the first time in the picturesque city of Bruges, Belgium, on 1-2 October, the Juice Summit 2025 is set to welcome over 450 participants from more than 30 countries, offering a rich blend of strategic discussion, expert insights, and meaningful networking.

Registration is officially open, and an exclusive Early Bird offer is available to the first 150 participants. This is the moment to secure your seat and join the people who are shaping the future of the juice sector.

Since its creation in 2013 by the organisers AIJN, IFU, and SGF, the Juice Summit has grown into a leading conference for the fruit juice industry. It brings together professionals from every part of the value chain: from CEOs and brand leaders to processors, researchers, logistics experts, and retailers. Whether your focus is on sustainability, market strategy, product innovation, or regulatory affairs, the Summit offers opportunities to stay ahead of trends and forge cross-sector collaborations.

The agenda

This year's programme includes keynote speeches, expert panels, and presentations that will dive into the most pressing challenges and opportunities in the sector. Participants will explore key topics including global market dynamics, the digital transformation of the industry through AI and smart technologies



and the ongoing journey toward a more sustainable and resilient fruit juice value chain.

A highlight of the Summit is the speaker line-up, which includes high-profile leaders like Hans Roelofs, CEO, **Refresco**, Franz Ennser, CEO, **Austria Juice**, Cindy van Rijswijk, Global Strategist, **RaboResearch** and many other leaders. Their perspectives will offer attendees valuable foresight into both the current landscape and the road ahead.

Exhibition and networking

Beyond the conference sessions, the Summit also features a dedicated exhibition area, where sponsors and partners will showcase new technologies, services, and insights. It's an ideal space for one-on-one conversations, product discovery, and visibility within the international juice ecosystem.

The event will begin on 1st October with sponsors' breakout sessions and a welcome reception, followed by a full



day of plenaries and high-level panels on 2nd October. The experience will conclude with a gala dinner, an excellent chance to continue the conversation in a relaxed setting.

Whether you're aiming to expand your professional network, stay ahead of the latest industry developments,

or position your brand among key stakeholders, the Juice Summit delivers a unique and enriching experience that extends well beyond

the two days on the calendar. Registration is open now, and Early Bird tickets are limited: don't miss your chance to be part of it. ●

Register now on juicesummit.org and join us in Bruges this October for what promises to be an unforgettable edition of the Juice Summit.

Join the webinar: Get to know the AIJN Code of Practice

• Online • Monday 30 June • 15.00 - 17.00 CET



The European Fruit Juice Association (AIJN) is pleased to invite industry professionals to an informative webinar on the AIJN Code of Practice (COP).

This session is designed to provide a clear and practical introduction to the Code of Practice, a set of 29 voluntary guidelines that ensure the quality, authenticity, and identity of fruit and vegetable juices sold in Europe. With natural variation in products due to factors like region, season, and climate, the COP is an essential reference for safeguarding industry standards.

Whether you're new to the sector or working in **quality control, R&D, sales, or purchasing**, this webinar offers valuable insights into how the COP is structured and maintained.

Highlights of the webinar:

- Overview of AIJN, the COP Expert Group, and the Code itself – *Christina Charmpi*

- Introduction to the use and purpose of the COP – *David Hammond*
- Key topics such as:
 - Fruit-in-fruit adulteration – *Mikko Hofsommer*
 - Sugar addition – *Simone Schmidt*
 - Water addition to NFC – *Eric Jamin*
 - Marketplace issues – *Markus Jungen*
- Live Q&A with COP experts

This is a great opportunity to deepen your understanding of juice authenticity standards directly from industry leaders.

Don't miss it: register today and join the conversation shaping the future of juice quality in Europe. For more information please contact: christina.charmpi@aijn.eu ●

AIJN General Assembly 2025

Bringing together the fruit juice sector in Brussels

On 8th April 2025, the European Fruit Juice Association (AIJN) brought together national associations and company representatives from across the fruit juice value chain for its annual General Assembly in Brussels, with some participants also joining online. This yearly gathering offers members a unique opportunity to reflect on progress, align strategic priorities, and prepare for the challenges and opportunities shaping the industry.

Opening reflections: A call for unity and purpose

Welcoming attendees, AIJN President Javier Lorenzo emphasized the importance of staying united in a time of transformation - across markets, policy landscapes, and consumer expectations. He also highlighted key achievements from 2024, including a new management team and the launch of new tools designed to offer members greater transparency and easier access to information and services.

"It has never been more necessary than now to be united and work together. The challenges are enormous, and we need the contribution of every player to invigorate and strengthen our category. First, we must believe in it, and second, we must give our all to make this possible. Feel proud to work in the liquid fruit category. Let's go for it... together"
Javier Lorenzo, AIJN President.

Strategic vision for 2025 and beyond

After a reminder of the global 2024-2026 AIJN strategy, The AIJN Secretariat presented an update on the **association's annual roadmaps**, which continue to guide all AIJN activities and committees. The roadmaps of the various AIJN



committees, showcasing priorities and areas of work, are available to members in the private area.

The team highlighted key accomplishments from 2024, including increased visibility for the sector, successful engagement with EU institutions, and growing collaboration with external stakeholders. Updates were also shared on regulatory efforts, specifically on AIJN's involvement in the Fruit Juice Directive revision-related dossiers, such as reduced sugar fruit juices, origin labelling

of fruits used in fruit juices, and packaging and packaging waste, among others. Additionally, progress was made in the technical committee and the continued development of the **AIJN Code of Practice**. These efforts are central to upholding product quality, safety, and legal compliance across Europe.

The focus for 2025 will be to further strengthen AIJN's position as a trusted partner in European food policy and to continue advocating for fruit juice as part of a balanced, healthy, and sustainable diet.

**“ To
continue
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healthy, and
sustainable diet**

Driving progress in sustainability and science

Sustainability was a key topic of discussion during the General Assembly. Following the relaunch of the AIJN Sustainability Committee in 2024, several sustainability managers from juice companies have collaborated to develop an AIJN sustainability strategy for recommendation to the AIJN Board and GA. The initiative was warmly received, with a shared recognition that certain challenges can only be tackled through collective action. The strategy will be presented in full during a dedicated session at the upcoming Juice Summit in Bruges.

Two key partner platforms also presented their latest work:

- **The Fruit Juice Science Centre (FJSC)**, represented by Dr. Carrie Ruxton, is a science information body whose mission is to provide evidence-based information to consumers, journalists, and health professionals on the role of 100% fruit juice in diets and health. Dr. Ruxton showcased the latest scientific evidence supporting the role of 100% fruit juice in a healthy diet and all the tools available for



the juice sector to share all the information.

- **The Sustainable Juice Platform (SJP)**, chaired by Mario Diaz (sustainability manager for Innocent company), is a vision-driven initiative offering a collaborative space for continuous improvement. The platform enables joint efforts to address socio-economic and environmental impacts, risks, and opportunities. Its overarching goal is to support, guide, and inspire juice stakeholders to integrate environmental, social, and governance (ESG) principles across the supply chain. Diaz updated the audience highlighting the complementary between this platform and the AIJN activities.

Juice Summit 2025

The General Assembly also reflected on the success of the 2024 Juice Summit, AIJN's flagship event organized in collaboration with IFU

and SGF, which brought together over 450 global industry leaders. With planning already underway, the 2025 edition, taking place on 1–2 October in Bruges, promises to further strengthen dialogue and innovation across the fruit juice sector. Stay tuned, registration will open soon!

A stronger sector through collective action

As the industry faces tighter regulation, growing environmental demands, and shifting consumer preferences, one message stood out from the 2025 AIJN General Assembly: **together, we are stronger.**

With clear roadmaps, active member engagement, and a shared commitment to sustainability and quality, AIJN is ready to help drive the sector forward. This unified approach is crucial to overcoming the challenges the industry faces and driving meaningful progress. ●

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

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