

fruit juice

ISSUE 52 - JULY/AUGUST 2025

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ON THE
BOOST!**



Egyptian orange juice processing

ALSO IN THIS ISSUE • Functional beverages • Sugar reduction technology • Crop round-up • News

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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



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Summer supply

Welcome to the July/August issue of *Fruit Juice Focus*. The next edition of Fruit Juice Focus will explore sugar reduction technology, functional beverages and juice processing in Egypt. As the world looks for new, sustainable, and competitively priced juice origins, Egypt is stepping forward.

Manufacturers continue to work and grow to meet the modern nutrition goals. Consumers expect less sugar, but for flavour and quality to remain.

It has become essential for juices to be functional. The key to success is not trending ingredients, but in creating well-balanced, appealing and technically sound products. Find out more inside this edition!

Enjoy the summertime.

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:



FEATURE

Sugar reduction technology



The future of reduced sugar fruit juice is healthier...and it's already here

Across the global beverage landscape, a clear message is getting louder: consumers want healthier drinks. And in the fruit juice category, that message comes with one major expectation: less sugar, more integrity.

Written by **Michael Gordon**, CEO, *BlueTree Technologies*

The juice industry is at a turning point. This is not just about riding the wave of a health trend or meeting new regulations. It's about rethinking our role as manufacturers and brand owners in delivering products that are genuinely good for people. These products reflect the original promise of fruit: nourishing, natural, and refreshing.

This shift is not negotiable; it is necessary. And with the right technologies and mindset, it's entirely achievable.

Consumers want simple choices. They want clean-label, healthier products. This is why they look at sugar content and read the fine print. The consensus is that the shorter the fine print,

the higher the integrity. Conscious consumption has gone from trend to global movement, and people are no longer willing to choose between indulgence and wellness; they want both. The question is, can they still enjoy juice without the sugar overload?

Thanks to food technology innovation, the answer is yes.

Reducing sugar is no longer optional

Fruit juice has always been positioned as a wholesome choice. It's natural, it comes from fruit, and it's loaded with nutrients. But we can no longer ignore the 'elephant in the

glass': even 100% juice contains more sugar than people need in a single serving.

Let's start with the facts: excessive sugar intake is one of the leading contributors to obesity, type 2 diabetes, heart disease, and dental problems. According to the World Health Organization, adults and children alike should reduce their intake of free sugars to less than 10% of total energy intake, and ideally below 5%. That's just 25 grams (about six teaspoons) a day for adults. Yet one glass of juice can contain 20-30 grams of sugar, about the same as a can of soda.

Even though the sugar is naturally occurring, juice lacks the fiber of

“ The result?
A juice that tastes
like juice, feels like
juice, and is juice,
just with up to
50% less sugar



whole fruit, meaning it causes faster absorption and sharper blood sugar spikes. This is why health-conscious consumers are moving away from juice, not because they don't love it, but because it no longer aligns with their goals.

Market research also shows that "no added sugar" claims are no longer enough. People are scrutinizing labels, comparing sugar grams, and making choices based on total sugar, not just the type or origin. A recent Mintel report revealed that over 50% of consumers are actively trying to limit their juice consumption for that reason.

Take out the sugar, leave in the good stuff

That's where BlueTree comes in. The company started by asking one question:

What if we could reduce the sugar in juice, while keeping everything else exactly as nature intended?

Instead of using enzymes, blending, or dilution methods, which fundamentally alter the juice or reduce its nutrient density, BlueTree

has developed the first and only FDA and EU regulation approved, patented technology that physically and selectively removes the sugars from beverages like juice and milk, mainly glucose and fructose, while preserving all the essential nutrients, natural sweetness, texture, and taste.

The technology allows juice brands to offer consumers beverages and still maintain a clean label, authentic taste, and full nutritional value. The technology is scalable, adaptable, and designed to be integrated into existing production lines with minimal disruption.

And unlike reconstituted juice or diluted 'fruit beverages,' reduced-sugar juices produced with BlueTree's technology are 100% fruit-based and free from artificial sweeteners or additives. Nothing is added or modified. We simply remove what the body doesn't need in excess and preserve everything it does, bringing the end product closer to what nature intended.

The result? A juice that tastes like juice, feels like juice, and is juice, just with up to 50% less sugar.

Developing the dual focus

Through the development of BlueTree's technology, we discovered two guiding principles that have shaped everything we do. First, we learned that protecting the integrity of juice matters just as much as reducing sugar. Without preserving what makes juice feel authentic, any attempt at innovation falls flat.

Second, we recognized the importance of the business case. Healthier products won't make an impact if they're not scalable, cost-effective, and easy for brands to adopt. From the beginning, we set out not only to create a breakthrough technology but to make it accessible and practical for the beverage industry to implement at scale. These two principles, nutritional integrity and commercial viability, are why BlueTree has been able to move quickly and take a leadership position in this emerging space.

Nutritional integrity matters too

Juice, when made correctly, is an incredibly valuable source of nutrition, but it comes with a price in the form of naturally occurring sugars.

FEATURE

Sugar reduction technology



Our goal isn't just fewer calories. It's to protect everything good in juice:

- Vitamin C and antioxidants, essential for immune health and cellular protection.
- Flavonoids and polyphenols, which may reduce inflammation and support heart health.
- Minerals like potassium, which helps regulate blood pressure.
- Natural flavors and aromas, essential for consumer enjoyment and sensory trust.

We believe sugar reduction should never come at the expense of nutrition or authenticity.

A better business case for the industry

This is not just a health issue. It's a business imperative.

Regulators worldwide are cracking down on sugar. From front-of-pack warning labels in Latin America to sugar taxes in Europe and Asia,

the pressure is rising. Retailers are adjusting their shelf space accordingly. Schools and hospitals are tightening their procurement rules. Even airlines and corporate canteens are reevaluating their beverage options.

Brands that adapt proactively will gain access to emerging health-conscious markets.

With BlueTree's technology, juice manufacturers can:

- Respond to health-conscious consumer demand
- Pre-empt costly regulatory pressures

- Maintain clean labels with "100% fruit juice" credentials
- Extend brand trust by offering truly better-for-you options

In short, this is how you future-proof your product line.

What the industry should be doing now

BlueTree is demonstrating what's possible with modern food technology, and in doing so, helping to chart a new path forward for the juice industry. However, the primary concern of the juice industry today is



With the right tools and mindset, juice can be reimaged as a health-forward product that lives up to its promise



that regulations are prompting them to label products with high sugar content, making it more obvious to consumers which option is healthier.

Similarly to the shift in the car manufacturing industry, when manufacturers adapted to regulatory changes aimed at reducing pollution created by gas-guzzling automobiles, they instead redirected their operations to develop and produce electric vehicles. Instead of fighting the regulators, juice producers and manufacturers have an opportunity to embrace change and to penetrate a new blue ocean.

The good news is that this is easily achievable. With the right tools and mindset, juice can be reimagined as a health-forward product that lives up to its promise, not just a treat, but a genuinely nourishing choice. Juice manufacturers have both a

commercial opportunity and a moral obligation to evolve.

Here's how they can begin:

1. Invest in clean processing innovations

It's time for the juice industry to evolve beyond outdated methods for reducing sugar. Consumers want fewer ingredients, not more, and they're paying attention to how products are made. Clean-label technologies that reduce sugar while preserving the full nutritional and sensory profile of the fruit aren't just nice-to-have; they are the future. The brands that invest in these kinds of innovations will win long-term consumer trust.

2. Prioritize transparency, on the label and behind the scenes

People want to understand not just what's in their juice, but how it was

made. Back your claims with third-party data and certifications.

And just as important: we need to educate. When we share the why and how behind our processes. Transparency isn't a trend; it's how trust is built, especially when trying to win consumer confidence.

3. Deliver health without compromise and make it accessible

Healthier juice shouldn't mean watered down, less nutritious, or more expensive. The goal is to preserve the integrity of the fruit, including its taste and nutrients, while removing only the excess sugar.

As reduction technologies become more efficient and scalable, brands must guarantee that these better-for-you options are priced competitively for the everyday, average consumer. Because wellness should be available

FEATURE

Sugar reduction technology

// The juice revolution is already in motion. The question now is: who's bold enough to lead it?



to everyone, not just a premium offering.

4. Collaborate for impact across the industry and beyond

This isn't just a race to market, it's a shared mission to improve public health. Healthier products benefit everyone, and that means we need collaboration. Brands, bottlers, and beverage makers have a real opportunity to work together to raise the standard across the board.

And that collaboration shouldn't stop at the industry level. Aligning with retailers and policymakers on sugar reduction can position companies as leaders in public health, not just product innovation.

The future of juice is here, and it's better for you

For decades, juice has been marketed for its indulgence and convenience. However, the next chapter focuses on nutritional value, transparency, and consumer trust.

At BlueTree, we're not just in the business of reducing sugar. We're in the business of restoring juice to its rightful place, as a naturally nourishing beverage

that can be part of a healthy diet, and we've proven that you don't have to choose between health and flavour.

We've seen firsthand what's possible when science, sustainability, and health come together. Our partners are launching reduced-sugar juices that meet regulatory standards, exceed consumer expectations, and still taste incredible.

As the category evolves, those who lead with science, integrity, and

consumer insight will shape the future of the juice industry.

This isn't just an upgrade. It's a redefinition of what juice can be. The juice revolution is already in motion. The question now is: who's bold enough to lead it?

This isn't a distant future. It's happening now. And my message to the juice industry is simple:

Let's stop apologising for juice. Let's fix it. ●

About BlueTree Technologies

BlueTree Technologies is the leading technology enabling the global production of healthier, great-tasting natural beverages with reduced sugar content. A plug-and-play selective sugar removal solution, BlueTree's FDA-approved, patented physical separation technology combines multiple techniques to remove specific sugar molecules from natural drinks, like juices and milk, significantly reducing sugar while preserving essential nutrients, natural sweetness, texture, and taste. BlueTree is working with global beverage manufacturers to scale and reintroduce healthier, natural beverages into everyday consumer lifestyles, meeting the growing demand for high-quality, sugar-reduced options. Backed by OurCrowd, Sucden Ventures, Fresh Start, Tnuva, NevaTeam Partners, Ratio Technologies, and the Israel Innovation Authority, BlueTree has raised USD5.6 million.

For more information visit: <https://bluetree-tech.com/>
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Latest juice industry news...

ASIA

IFF to open new state-of-the-art center for innovation in Shanghai

IFF, a global leader in food and beverage, home and personal care, scent and health announced that it aims to complete the renovation and expansion of its facilities in Shanghai Hongqiao Airport Business Park, Shanghai, China. The site was scheduled to be fully operational by the end of August 2024. The 16,000 square-meter site, named the Shanghai Creative Center, is IFF's largest facility in Asia. The project is designed to drive the development of innovative solutions across the IFF portfolio in China and the Greater Asia market, further strengthening its global leadership in fragrances, flavours, functional ingredients, and bioscience-based portfolios.

Erik Fyrwald, IFF Chief Executive Officer explained, "The Shanghai Creative Center will bring together capabilities across IFF, all in one location, enabling us to improve our delivery of end-to-end solutions for customers in Asia and around the world." Fyrwald continued, "This was a natural next step following the opening of our Singapore Innovation Center in 2022 and reaffirms our dedication to advancing innovation in Asia."

IFF entered the Chinese market in 1981, becoming the fragrance and flavour industry's first multinational to establish footprint and to set up a factory. The newly renovated site signals the importance of the Asia region to IFF, globally. Today, China is one of the most important markets for flavours and fragrances with high potential for growth.

ir.iff.com

ASIA

China's juice market – USDA report

China's beverage market surpassed USD170 billion in 2024, reflecting a year-on-year growth rate of over 6%, says a recent report from the USDA. The category includes non-alcoholic beverages, ranging from bottled water, juices, and carbonated drinks to tea and functional beverages.

Juice remains a key segment of the beverage market, with orange juice and apple juice remaining staple choices among consumers. However, demand for health-enhancing juices, such as prune juice, blueberry

juice, pomegranate juice, and fruit-and-vegetable blends, is rising rapidly, driven by increasing health consciousness. Additionally, there is a growing appreciation for tart flavours, such as cranberry, which align with traditional Chinese taste preferences—balancing sweetness with perceived health benefits.

Health-conscious consumers are driving demand for Not-From-Concentrate (NFC) and High-Pressure Processed (HPP) juices. These premium juice categories now account for more than 45% of the market, growing at a significantly faster rate than traditional juice products. When making purchasing decisions, 75% of consumers prioritize products labelled as 100% pure juice, favouring options that are low in sugar, made entirely from fruit, and offer superior flavour.

USDA

AFRICA

Schweppes Zimbabwe to invest USD28 million in citrus farming expansion

Schweppes Zimbabwe is set to invest USD28 million in a significant citrus farming project aimed at securing a regular supply of oranges for its juice production operations. The move comes as the company seeks to reduce its reliance on external suppliers and strengthen its supply chain for its Beitbridge Juicing Company.

Schweppes currently source oranges from farmers in Beitbridge, but with growing demand and the need for consistent supply, the company is set to expand its operations. The Zimbabwean government has allocated 4,000 hectares of land to Schweppes, where the company plans to cultivate its own citrus.

According to Newswire, Schweppes will initially focus on developing 700 hectares of this land, with further expansion planned in the coming years. This investment will boost the company's production capacity but also support local agricultural development by creating jobs and stimulating economic growth in the region.

Schweppes' investment underscores the company's commitment to maintaining its position as a leading player in Zimbabwe's beverages market. By securing its own citrus supply, the company aims to ensure the sustainability of its juice production and reduce the risks associated with sourcing from third-party suppliers.

Thezimbabwemail.com

EUROPE

Presidency change at SGF International e.V.

As of June 18, 2025, Dirk Schweikert, Head of Group Quality at Döhler Group, is the new President of SGF International e.V. The experienced quality manager brings in-depth industry knowledge and many years of leadership experience to the role. He succeeds Dr Joachim Tretzel, who has led the association with great dedication and strategic foresight since 2013.

Alexandra Heineremann, General Manager of SGF, stated: "With Dirk Schweikert, a proven expert with deep understanding of the fruit juice industry is taking over the presidency. We are very much looking forward to working together and gaining fresh insights from his perspective and experience. We would like to express our sincere thanks to Dr Tretzel for his valuable service

over the past twelve years. During this time, he played a significant role in shaping SGF's development and laid a solid foundation for the future."

Dirk Schweikert emphasized: "I am very grateful for the trust placed in me by my colleagues on the Executive Committee and I look forward to this new task. Together with the SGF team, I aim to continue the successful work of my predecessor and drive forward new projects that benefit our members."

SGF extends its heartfelt thanks to Dr Joachim Tretzel for his many years of dedicated tenure.

During his presidency, the association's international role was strengthened, key partnerships were expanded, and the voluntary control system was developed further in line with quality assurance and consumer protection. We wish him all the very best for the future.

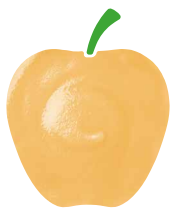
Press Release, SGF International e.V.



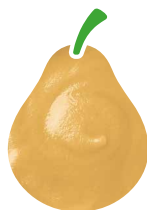
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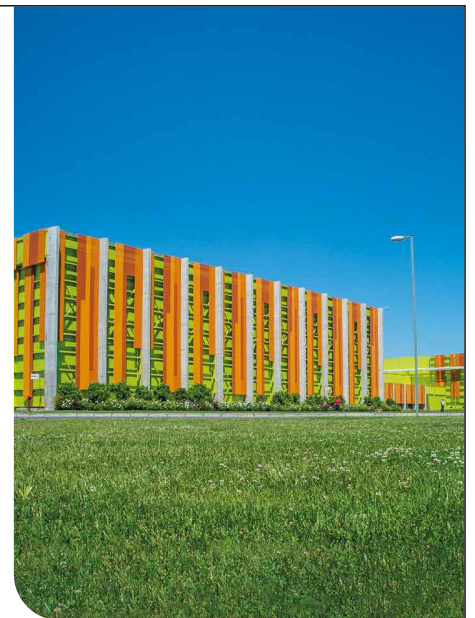


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AUSTRALIA

Grove Juice to acquire juice extraction facility from Bega

Grove Juice, Australian orange growers, has signed a binding agreement to acquire a Leeton juice extraction facility and related assets from Bega Cheese.

Grove Juice will process the fruit on behalf of Bega Group while expanding its own fruit business in the region and maximising the facility. They will also offer employment to existing staff of the juice extraction facility.

Greg Quinn, Managing Director of Grove Australia Holdings said, "The purchase of the Leeton juice extraction facility is an exciting step in our journey of investment and development of fresh Australian juice." Quinn continued, "Alongside our own farming operations, we work with a network of Australian growers around the country to process and bottle the freshest fruit for Australian consumers."

In January 2021 Bega Group took possession of the facility when it acquired the Lion dairy and drinks business.

Bega Group will continue to operate the Smithfield juice processing and packaging facility and the production and distribution of Daily Juice, The Juice Brothers, Just Juice, and Mildura.

Insidefmcg.com.au

USA

Full Sail IP Partners buys Odwalla

Full Sail IP Partners, an acquiror of leading brands, has acquired the Odwalla brand from the Coca-Cola Company.

Odwalla, the popular food and beverage brand, was founded in Santa Cruz, CA in 1980 by three jazz musicians with a desire to nourish people everywhere, respect our planet, protect the soil, and create products good for the soul. Over the past 40 years, Odwalla has delivered delicious fruit juices, smoothies, and energy bars to consumers with fresh, plant-based ingredients. Its iconic brand represents to countless consumers nurturing food for the whole body.

"We're thrilled that Odwalla, with its long history of innovation, high levels of brand awareness and reputation for great products, will be our first acquisition. We look forward to providing consumers

with the best tasting, artfully crafted functional beverages and foods to allow them to snack well, feel well and live well," said Alan Kravetz, Full Sail's CEO.

fullsailip.com

SOUTH AMERICA

Colombia sells Postobon, its largest beverage company, to Guatemala Group

Colombia's largest beverage company, Postobon, has been sold to Guatemala's Central America Bottling Corporation (CBC), a subsidiary of the butterfly group. According to sources in Guatemala, the deal was sealed and it includes traditional brands like Colombiana. The iconic Colombian beverage corporation will stop being Colombian.

Despite the exact transaction value not being disclosed, financial sources say that as of 31 December 2024, the value of Postobon, Colombiana and Lux beverages was worth USD2.8 Billion.

CBC was founded in 1885 in Guatemala City, and is recognized as PepsiCo's oldest bottler outside the United States. Due to financial instability, CBC was forced to use international and Colombian banks that would grant them the capital for the Guatemala based bottler to acquire Postobon.

colombiaone.com

USA

AgriLife Research reimagines citrus greening treatment delivery

Texas A&M AgriLife Research is launching a multi-institutional study to develop and evaluate systems that deliver treatments to trees affected by citrus greening disease, also known as Huanglongbing.

The project's principal investigator Kranthi Mandadi, Ph.D., plant molecular Biologist at the Texas A&M AgriLife Research and Extension Center at Weslaco is leading a new collaborative effort exploring how to safely and effectively deliver therapies to trees affected by citrus greening.

The three-year, USD1.1 million project is supported by the Emergency Citrus Disease Research and Extension program and builds on previous collaborative research that identified effective therapies and brings together

researchers to improve the treatment’s delivery while minimizing damage to the trees.

The disease has devastated citrus groves across the U.S., particularly in Florida, Texas and California, the major citrus-producing states, leading to billions of dollars in lost revenue each year.

Current treatments, such as antibiotic injections, have helped slow disease progression and improve yield in affected trees. However, applying them by trunk injections can cause structural damage, making the treatment method unsustainable for long-term orchard health.

“Traditional trunk injection methods could be effective in the short term to deliver therapies into tree trunks,” Mandadi said. “But with repeated use, they can weaken the structural integrity of a perennial tree.

“Citrus growers need alternative and practical vascular delivery approaches, regardless of which therapy is

eventually used in the short or long term. Our goal in this project is to develop a more sustainable and scalable system for long-term therapeutic delivery for trees,” he said.

The team plans to focus on two innovative systems that sidestep the need for trunk injections: aerial root systems and inarch graft injections. Both function as alternative entry points for delivering antibacterial compounds directly to where the citrus greening pathogen resides.

Once established, these systems could act as permanent or semi-permanent channels to enable repeated delivery of therapies without injuring the main tree trunk.

David Laughlin, Ph.D., also an AgriLife Research senior research scientist at the centre, said early findings suggest both aerial root uptake and inarch

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graft injections can be maintained over several seasons, as well as automated through centralized drip systems, suggesting the potential for large-scale implementation.

Mandadi also believes the study's findings could extend beyond improving the delivery and management of citrus greening therapies, possibly opening doors for precision nutrient delivery, growth and/or immune regulators, and technologies to boost citrus tree health and other tree crops beyond citrus.

"With continued efforts to improve the treatment of citrus greening, we hope to preserve orchard longevity and support the economic sustainability of the U.S. citrus industry for years to come," he said.

agrifetoday.tamu.edu

EUROPE

Inn-Bru maker AG Barr buys majority stake in The Turmeric Co

AG Barr has acquired a majority stake in The Turmeric Co from its founder, the former Wales international football player Hal Robson-Kanu.

Inn-Bru owner AG Barr struck the deal for an undisclosed sum.

AG Barr chief executive Euan Sutherland and chief financial officer Stuart Lorimer have been appointed as joint directors of Innate-Essence Limited, the company behind The Turmeric Co.

The London-based business, set up in 2018, has partnerships with rugby union side Leicester Tigers, Premier League football teams Brentford and Everton, as well as British Gymnastics.

Publicly listed AG Barr has taken a stake of between more than 50% and 75% in the firm, according to filings with Companies House.

A spokesperson for AG Barr said: "We have acquired a stake in Innate-Essence Ltd, which owns a number of speciality health drinks, including The Turmeric Co.

"These brands are in the high growth functional beverages and vitamin & supplements sectors, and we're excited to bring our deep industry experience to support their future growth."

Headquartered in Scotland, AG Barr, who also owns brands such as Rubicon, Boost and Funkin, saw its

revenue rise by 5.1% to GBP420.4 million, for the year to 31 January 2025.

Its adjusted pre-tax profit increased by almost 16% to GBP58 million over the same period.

In April, AG Barr revealed it was in talks to sell the Strathmore bottled water label after it decided to scrap the brand from its portfolio.

AG Barr revealed plans in March to discontinue the brand as Strathmore had "struggled to compete" in recent years and because the facility in Forfar, Scotland, from which the business operates, was "no longer sustainable".

Yahoo finance

EUROPE

Moldova's biggest fruit processor to produce juice for international giant

The largest fruit and vegetable processing company in the Republic of Moldova – Orhei-Vit celebrates 80 years of activity, on the occasion of which it was visited by Prime Minister Dorin Recean. The company manages three production units in Orhei, Briceni and Causeni, a farm and over 1000 employees. The factory produces over 200 types of juices, nectars, fruit and vegetable purees and preserves, IPN reports.

"You have managed to grow the company to the status of a national leader in the juice production industry and become the largest exporter. One has to admire your competence and ability to face all crises over the years, to invest and contribute to the growth of the national economy", the Prime Minister was quoted as saying in a press release issued by the executive.

The company's management said that in the last year it has invested EUR1 million in a modern water filtration system, modernized machinery and energy efficiency solutions, which has reduced energy costs by 30%.

Orhei-Vit's processing capacity is 100 million kilogrammes of raw material per season, most of which is destined for juice production – 13 million litres annually. 80% of the processed products are exported to 38 countries. Orhei-Vit also processes products for companies in Romania, Germany and Ukraine, and from the fall will produce natural juice for one of the largest companies of its kind in the world.

IPN

ASIA

Beverage giant Tan Hiep Phat-tied firm plans USD153 million to expand southern Vietnam plant

A company tied with Vietnamese beverage giant Tan Hiep Phat plans to invest VND4 trillion (USD153.3 million) to expand its beverage plant in the southern province of Hau Giang.

According to its environmental impact assessment, Number One Hau Giang Co., Ltd currently operates the Hau Giang plant, which has an annual capacity of 300 million litres and has been in operation since November 2017. The proposed expansion will be implemented in two phases, increasing capacity to 600 million litres in phase two and to one billion liters in phase three.

In addition to beverages, the expanded facility will produce 100,000 tonnes of fructose syrup, 2.4 million PET bottles, and 30,000 tonnes of recycled plastic packaging annually.

Of the total investment of VND4 trillion, VND2.5 trillion (USD95.8 million) will be allocated to the beverage unit, VND900 billion (USD34.5 million) to fructose syrup production, and VND600 billion to the packaging facility.

Despite the project's scale, no official construction timeline has been disclosed. While phase one is currently operational, phases two and three have yet to show visible progress, although the company's investment certificate projected phase two to begin by late 2023 and phase three by the end of 2024.

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Egypt's orange renaissance: A new chapter in juice processing

From export leader to processing innovator: Egypt has long been known as a citrus powerhouse, ranking among the top global exporters of fresh oranges. In recent years, a quiet transformation has begun to reshape the sector.

As global demand for value-added juice products grows, Egypt is pivoting from being primarily a fresh citrus exporter to becoming a serious contender in citrus processing. With “state of the art” facilities now operational and more in development, the Egyptian orange juice industry is beginning to squeeze out a new chapter, both literally and economically.

A new wave of processing investments in Egypt

The country's favourable climate, extended citrus harvest season, and proximity to key markets in Europe, Asia, and the Middle East have made it ripe for investment. In 2024, several new processing plants began operations or ramped up production across the country, with Sadat City, Beheira, and the Nile Delta emerging as important industrial zones. These facilities are designed not only for volume but also for quality—serving the evolving needs of beverage brands, ingredient companies, and industrial buyers around the world.

“ Egypt is pivoting from being primarily a fresh citrus exporter to becoming a serious contender in citrus processing

Sahara for Fruit Processing: Purpose-built for citrus innovation

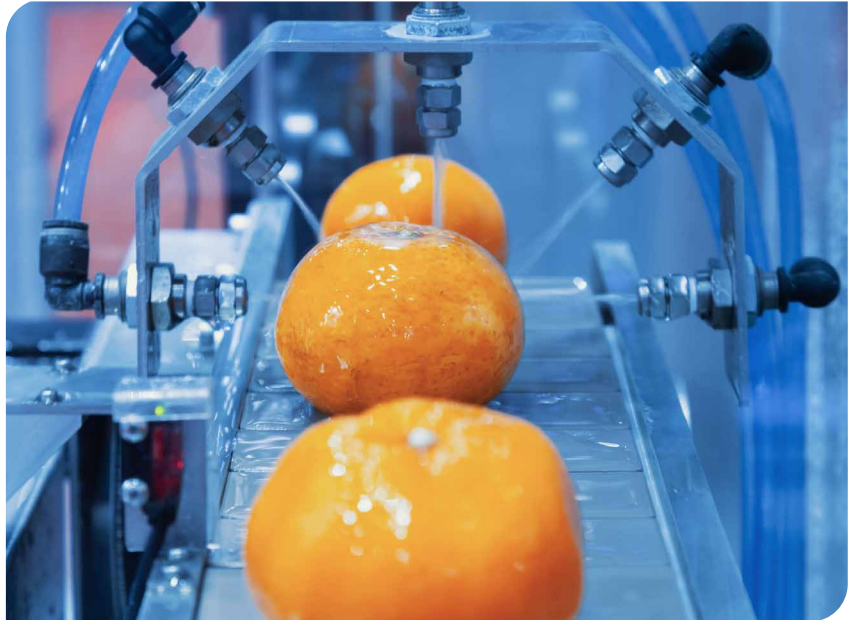
At the forefront of this transformation is Sahara for Fruit Processing, a newly established Egyptian company founded in 2024 with a clear and ambitious mission: To transform Egypt's abundant citrus harvest into world-class, value-added products that serve global industries. Located in Sadat City, our modern facility was designed from the ground up to handle large-scale orange processing with precision, efficiency, and sustainability in mind.

At full capacity, Sahara processes between 1,200 to 1,300 metric tons of fresh oranges daily, utilizing advanced extraction, concentration, and oil separation systems.

Our current daily output includes:

- 100 to 120 MT of frozen concentrated orange juice (FCOJ)
- 3 to 4 MT of cold-pressed orange oil (CPO)
- 200 grams of oil phase per 1 MT of fresh oranges
- High-volume orange peel processed for animal feed and byproducts
- NFC

// Egypt's rise as a juice processing hub is no coincidence



Building a value chain that goes beyond juice

Sahara's processing model captures the full value of the orange. From the pulp and oil to the peel and aromatic water phase, our goal is zero waste and maximum utility. This not only adds economic value but also contributes to a more sustainable citrus industry in Egypt—one that creates local employment, reduces post-harvest losses, and elevates the country's positioning in global agribusiness.

Our product portfolio is tailored to the specific needs of industrial buyers:

- **FCOJ** packed in drums or bulk containers for reconstitution in juice blends
- **Cold-pressed oil** for use in flavours, cosmetics, and wellness products
- **Water essence** (Aromatic phase) used in natural beverages and essential oil dilutions
- **Peel and fibre residue** used for feedstock or biogas

Export-ready: Reaching global markets

In our first full season of operation, Sahara has already begun to supply key international markets across Europe, the Gulf Cooperation Council

(GCC) region, Asia, and the United States. We operate through a blend of direct sales and long-standing broker relationships, ensuring that our products meet each market's regulatory, logistical, and quality requirements. Our juice and oil products are shipped in frozen formats, depending on client needs, and we are actively working with logistics providers to strengthen our cold chain and reduce transit times from Egypt to global ports.

Why Egypt? Why now? The competitive advantage

Egypt's rise as a juice processing hub is no coincidence. Several structural and geographic factors are converging to create a competitive advantage:

- **Strategic location:** Shorter shipping times to Europe, MENA, and Asia compared to Brazil with some logistical advantages on customs duty.
- **High brix citrus varieties:** Valencia and Baladi oranges offer rich juice quality
- **Labor and energy efficiency:** Lower operational costs enable competitive pricing

- **Extended seasonality:** Longer harvest windows mean greater availability and continuity of supply
- **Favourable weather conditions:** Drier climate favouring better conditions for citrus fruit in general.
- **No signs of greening disease** (Huanglongbing or HLB) yet: Prevention measures are in place. Egypt quarantine authorities are extremely strict in their regulations of plant & rootstock importation regulations.
- **Euro 1 Zone free** from 12% duties vs other origins, adding to the competitiveness of Egyptian products.

For global buyers who want to reduce overdependence on traditional suppliers like Brazil or mitigate price shocks in the FCOJ market, Egypt is increasingly becoming a viable and reliable alternative.

A market in motion: Challenges and realities

Like any fast-growing sector, Egypt's processing industry faces some early hurdles. The 2024–2025 season saw historically high fresh fruit prices in the

FEATURE

Egyptian orange processing



domestic market, driven by inflation, weather variability, and strong competition from fresh exporters and new citrus processors. This created margin pressure for processors and raised questions about long-term fruit sourcing strategies. In parallel, Egypt's port and logistics systems (while improving), still pose challenges, especially around container availability, cold storage, and inland transport costs. However, industry players, including Sahara for Fruit Processing, are working closely with authorities and logistics firms to streamline processes and reduce bottlenecks.

The road ahead: Growth, partnerships, and long-term vision

At Sahara, we are cautiously optimistic about the next 12 to 24 months. With global demand for orange juice remaining strong or at least stabilising

“ Egypt's orange juice processing sector is in the early stages of what could be a major transformation

while buyers seeking new origins to diversify their sourcing, we believe Egypt has a bright future in this space.

While we are not disclosing specific expansion plans at this time, our strategic priorities include:

- Deepening market access in Asia, Asia Pacific and other newer markets for Egypt.
- Strengthening operational efficiency
- Enhancing sustainability and traceability measures

- Innovating in byproduct valorisation (peel, aroma, fibre)
- Expanding our processing lines into other fruit types mango, guava, etc
- Developing fruit sourcing plans whether having our own orchards or other sources

The key to long-term success lies not just in output but in trust, reliability, and the ability to tailor products to customer needs, values that Sahara was built on.



Squeezing potential, sustaining growth

Egypt’s orange juice processing sector is in the early stages of what could be a major transformation. As the world looks for new, sustainable, and competitively priced juice origins, Egypt is stepping forward—not just

with promise, but with product. Sahara for Fruit Processing is proud to be part of this national movement. Our commitment is to deliver premium juice products, reduce waste, support farmers, and help Egypt move from a fresh fruit powerhouse to a processing partner of choice. ●

About Sahara for Fruit Processing
Sahara for Fruit Processing is a privately owned Egyptian company based in Sadat City, specializing in the large-scale processing of fresh oranges, NFC and other types of fruits into industrial juice concentrates and essential citrus oils. Founded in 2024, Sahara’s state-of-the-art facility handles up to 1,300 metric tons of fresh oranges per day, producing FCOJ, cold-pressed oil, oil essence, and byproducts for global clients in the beverage, food, fragrance, and feed industries. Sahara operates with a clear mission: to bring Egypt’s citrus potential to the world through quality, innovation, and sustainable value creation.

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FCOJ and FCOJ futures market

Orange Juice futures prices have apparently completed a bottom on the daily and weekly charts. Prices surged last week and are following though as of this writing and are hoping to confirm that the bottom is in place. It will be known soon if the low has been confirmed. *Jack Scoville reports.*

Tariffs imposed by President Trump are the reason for the big rally in futures. This is very much an 'American thing'.

President Trump has imposed 50% tariffs on Brazil in response to the trial of former president Bolsonaro in Brazil. He was accused of trying to overthrow the Brazilian government after failing to win re-election. He failed and now is spending his days in court as no one in Brazil is concerned about the US tariffs or other threats. After all, the US has held a big trade surplus with Brazil for years. We compete to sell the same exports in the world market but the US imports are very little from the Brazilians. Orange Juice is the big exception. A lot of the US consumer demand has been filled by Brazilian orange and juice imports. Florida production has been decreasing primarily due to the greening disease

that has hurt so many producers and their groves in Florida. The news helped futures rally sharply and could have changed the trajectory of the market.

The market is still relatively cheap as prices have been under pressure for an extended period of time. There is room for prices to move higher in the short to medium term. However, demand will become important as Brazil has lost a buyer in the US and as US prices might continue to surge. That should help limit the rally potential as the US consumer and importers of juice might not want to pay the price. Tariffs are a tax on American importers and their customers, which includes the end consumer. We will find out soon the American tolerance for the higher prices.

The weather remains generally good in Florida with seasonal showers and hot temperatures. There have not been any hurricanes aimed at the US or Florida, but the season is now due to get going. Brazil has been dry as is to be expected at this time of year. Mexico has also been dry but is getting some rains now. ●

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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Healthier juices: Functionality is key!

The juice category is at a crossroads. Once considered a natural source of vitality, fruit juices are increasingly viewed through a critical lens – too sweet, too calorific and not aligned with modern nutrition goals. At the same time, consumers are demanding more from what they drink: added value, measurable benefits and alignment with a proactive approach to health. For juices to remain relevant, functionality is no longer a nice-to-have – it is essential.

This is where functional juice concepts can unlock new growth. Immunity support, digestive health, energy, protein enrichment or beauty enhancement are just some of the areas driving innovation.

Yet the key to success lies not in simply adding a trend ingredient, but in creating well-balanced, appealing and technically sound products. That

requires a deep understanding of both ingredients and applications.

Plant-based health ingredients

As a global partner with decades of juice expertise, Döhler combines its in-house production of health ingredients with comprehensive

application knowledge to deliver integrated solutions. Döhler's Natural SuperHEROES® portfolio exemplifies this approach – a modular system of plant-based health ingredients that enables the formulation of tailor-made functional juices. From Döhler's EnergyHEROES like guarana and green coffee bean to GutHealthHEROES using baobab, or an acid-stable and soluble prebiotic



fibre blend including Topinambur, every component is selected and optimised for performance, stability and functionality.

Functional juices

Developing functional juices offers exciting potential – but also requires precision and expertise. From flavour stability and sensory experience to regulatory compliance, every ingredient needs to perform on multiple levels. This is where Döhler's strength lies: the company doesn't just supply ingredients – they co-create solutions. With a holistic view on product development, Döhler supports customers from idea to market, including concept validation, sensory profiling and technological fine-tuning.



For juices to remain relevant, functionality is no longer a nice-to-have – it is essential

"The future of juice lies in its ability to do more. Consumers want to enjoy – and feel the benefit. With our Natural SuperHEROES®, we combine technological precision with botanical power to create truly next-generation juice concepts," says Niklas Viebrock, Market Segment Manager at Döhler.

While conventional juices face headwinds, functional juices are rising – and with them, new business

opportunities. Consumers are willing to pay more for products that support their personal wellbeing, especially if they come in familiar and enjoyable formats. The juice glass, once under pressure, is being reimagined as a vessel for Nutritional Excellence and Multi-Sensory Experiences.

Functional juices are more than a trend – they are a transformation. And with the right partner, that transformation becomes an opportunity. ●

About Döhler

Döhler is a global producer, marketer and provider of technology-driven natural ingredients, ingredient systems and integrated solutions for the global food, beverage and nutrition industry. Döhler is all about mastering Multi-Sensory and Nutritional Excellence. With more than 50 production sites, 75 offices and application centres, Döhler creates value for customers in over 160 countries. More than 9,500 dedicated employees, including 1,000 people in R&D, focused on science, technology and innovation are committed to making Döhler's customers successful.

"WE BRING IDEAS TO LIFE." describes Döhler's integrated and entrepreneurial approach to innovation. Döhler also runs its own venture unit with more than 85 active ventures. Smart ideas have a way of becoming great products.

For more information, please visit Döhler's website or contact their media relations team:
Global: Katharina Wallace, Phone: +49 176 3027 4461 Email: katharina.wallace@doehler.com

Orange juice supply chain: From harvest to retail shelves

The orange juice supply chain is a complex network of processes that involves multiple stakeholders, from farmers and processors to distributors and retailers. The journey of an orange from a farm to a glass of juice involves a series of steps, each of which plays a critical role in ensuring that the final product is of high quality and meets the demand of the consumers.

Written by **Damien Würstne**, Founder, *Shipping and Commodity Academy*

One of the key challenges in the orange juice supply chain is ensuring the availability of high-quality oranges throughout the year. Oranges are a seasonal crop, and their availability is subject to weather conditions and other factors that can affect their yield and quality. To address this challenge, the supply chain has developed various strategies, such as sourcing oranges from different regions and countries, using advanced storage and transportation technologies, and implementing efficient inventory management systems.

Another important aspect of the orange juice supply chain is sustainability. The industry is under increasing pressure to reduce its environmental footprint, improve the welfare of workers and communities, and ensure the long-term viability of the sector. To achieve these goals, stakeholders are collaborating to develop and implement sustainable practices, such as using renewable energy sources, reducing waste and emissions, and promoting fair labor practices.

Orange juice production: Cultivation

Orange trees are grown in subtropical and tropical regions around the world, with Brazil being the largest producer of oranges. The trees require a warm climate and well-drained soil to thrive. They are commonly propagated through budding or grafting onto rootstocks. The trees take several years to mature and begin producing fruit.

Harvesting

Oranges are typically harvested by hand, although some large-scale operations use mechanical harvesting machines. The fruit is picked when it is fully ripe and has reached its optimal sugar content. Once picked, the oranges are sorted and graded based on their size and quality.

Processing

After harvesting, the oranges are transported to processing facilities where they are washed and sorted again. The oranges are then juiced using either a mechanical press or a reamer. The juice is then pasteurized to kill any bacteria and extend its shelf life. Some orange juice is also concentrated through evaporation to

reduce its volume and make it easier to transport. The concentrated juice can be reconstituted with water before consumption.

Overall, the orange juice supply chain is a complex process that involves many different stages. From cultivation to processing, each step plays a crucial role in producing high-quality orange juice that can be enjoyed by consumers around the world.

Quality control and standards

Orange juice is a popular beverage worldwide, and its quality is essential for customer satisfaction. Quality control and standards are crucial aspects of the orange juice supply chain.

To ensure the quality of orange juice, various standards and regulations are in place. These standards govern different aspects of the supply chain, such as production, processing, packaging, and transportation. Some of the commonly used standards for orange juice include:

The International Organization for Standardization (ISO) 22000:2018

This standard specifies the requirements for a food safety

|| The orange juice supply chain is making significant efforts towards sustainability



management system in the food chain. It covers all aspects of the supply chain, including production, processing, packaging, and transportation.

The Code of Federal Regulations (CFR) – CFR

A set of regulations that govern the production, processing, and packaging of orange juice in the US. It outlines the minimum requirements for safety and quality.

The European Union (EU) regulations

The EU has set specific standards for the production, processing, and packaging of orange juice. These regulations cover aspects such as labeling, packaging, and quality.

To ensure compliance with these standards, different quality control measures are in place. These measures include:

Testing

Orange juice is tested for various parameters such as pH, acidity, sugar content, and microbiological quality. These tests ensure that the juice meets the required standards and is safe for consumption.

Inspections

Inspections are carried out at different stages of the supply chain to ensure compliance with the set standards. These inspections cover aspects such as production, processing, and transportation.

Documentation

Documentation is an essential aspect of quality control. All the processes and procedures in the supply chain must be documented to ensure traceability and compliance with the set standards.

In conclusion, quality control and standards are crucial aspects of the orange juice supply chain. Compliance with these standards ensures that the juice is safe for consumption and meets customer expectations.

Logistics and distribution

Transportation

Orange juice is a highly perishable commodity that needs to be transported quickly and efficiently to ensure its freshness and quality. The transportation of orange juice involves several modes of transportation, including trucks, rail, and ocean vessels.

Trucking is the most common mode of transportation for orange juice in the United States. The trucks used to transport orange juice are usually refrigerated to maintain the product's temperature during transport. Rail is also used to transport orange juice, especially for long distances. Rail transportation is more cost-effective than trucking, but it is slower.

Ocean vessels are used to transport orange juice from countries like Brazil, which is the world's largest producer of orange juice. The ocean vessels used to transport orange juice are specially designed and equipped with refrigeration systems to maintain the product's temperature during transport.

Storage

Storage is an important aspect of the orange juice supply chain. Orange juice needs to be stored in temperature-controlled environments to maintain

its freshness and quality. The storage of orange juice involves several stages, including receiving, storing, and shipping.

Receiving involves the inspection of the orange juice upon arrival to ensure that it meets the required quality standards. The orange juice is then stored in temperature-controlled warehouses until it is ready to be shipped.

Shipping involves the transportation of the orange juice from the warehouse to the distribution centers or directly to the retailers. The orange juice is usually shipped in refrigerated trucks to maintain its temperature during transport.

In conclusion, the transportation and storage of orange juice are critical aspects of the orange juice supply chain. The use of temperature-controlled transportation and storage facilities helps to maintain the freshness and quality of the orange juice.

Retail and consumption

Orange juice is a popular beverage that is widely consumed across the globe. Retailers play a crucial role in the orange juice supply chain as they are responsible for distributing the product to consumers. In this section, we will discuss the retail and consumption aspects of the orange juice supply chain.

Retail

Retailers purchase orange juice from manufacturers or distributors and sell it to consumers. They play a vital role in the supply chain as they are responsible for ensuring that the product is readily available to consumers. Retailers can sell orange juice in various forms, including cartons, bottles, and cans.

Many retailers offer different types of orange juice, such as freshly squeezed, pasteurized, and concentrate. They also offer various flavors, such as pulp-free, low-acid, and organic. Retailers may also offer private label orange juice, which is produced by a manufacturer and sold under the retailer's brand name.



Supply chain resilience will become a top priority

Consumption

Orange juice is a popular beverage that is consumed by people of all ages. It is a rich source of vitamin C and other nutrients, making it a healthy beverage choice. Orange juice can be consumed on its own or mixed with other beverages, such as champagne or vodka.

Consumers can purchase orange juice from various retail outlets, such as supermarkets, convenience stores, and online retailers. They can also purchase orange juice from foodservice establishments, such as restaurants, cafes, and hotels.

In conclusion, retailers play a crucial role in the orange juice supply chain as they are responsible for distributing the product to consumers. Consumers can purchase orange juice from various retail outlets, and it is a popular and healthy beverage choice.

Challenges in the supply chain

The orange juice supply chain faces several challenges that affect the quality, quantity, and availability of the product. These challenges include:

Weather conditions

Orange trees are sensitive to weather changes, and extreme weather conditions can damage the crop. Droughts, floods, hurricanes, and frost can all affect the trees and reduce the yield. In addition, the weather can affect the quality of the fruit, which can impact the taste and nutritional value of the juice.

Transportation and storage

Orange juice is a perishable product that requires careful handling during transportation and storage. The juice must be kept at the right temperature and humidity levels to prevent spoilage and maintain quality. However, transportation and storage can be challenging, especially when dealing with long distances, different modes of transport, and varying weather conditions.

Quality control

Maintaining consistent quality is essential for the success of the orange juice supply chain. However, ensuring quality can be challenging due to the variability of the fruit, processing methods, and storage conditions. Quality control measures must be in place at every stage of the supply chain, from the orchard to the consumer, to ensure that the product meets the required standards.

Sustainability

The orange juice supply chain must also address sustainability issues, such as water management, pesticide use, and waste reduction. Orange trees require large amounts of water, and water scarcity can affect the crop yield. In addition, the use of pesticides can harm the environment and human health. The supply chain must implement sustainable practices to reduce its impact on the environment and ensure the long-term viability of the product.

Sustainability efforts

The orange juice supply chain has made significant strides towards sustainability in recent years. Many companies are recognizing the importance of reducing their environmental impact and are taking steps to do so.

One key area of focus is reducing water usage. Orange trees require a lot of water to grow, and the juice production process also requires significant amounts of water. To address this, some companies are implementing water-efficient irrigation systems and using recycled water in their production facilities.

Another important aspect of sustainability is reducing waste. Many orange juice companies are implementing recycling programs to reduce the amount of waste they produce. They are also finding ways to use waste products, such as orange peels, in other industries, such as animal feed or cosmetics.

In addition, companies are working to reduce their carbon footprint by implementing renewable energy sources, such as solar or wind power, in their production facilities. They are also optimizing transportation routes to reduce emissions from shipping and transportation.

Overall, the orange juice supply chain is making significant efforts towards sustainability. While there is still work to be done, these efforts are an important step towards a more environmentally-friendly industry.

Future trends and predictions

Looking ahead, the orange juice supply chain is poised for significant transformation as it adapts to a rapidly changing global landscape. Several key trends are likely to shape its future:

Climate resilience: With climate change already impacting major orange-producing regions like Brazil and Florida through droughts, hurricanes, and the spread of citrus diseases such as greening (HLB), supply chain resilience will become a top priority. This may drive investment in crop insurance, genetic research for disease-resistant citrus varieties, and diversification of sourcing regions.

Precision agriculture and AI: The integration of precision agriculture and artificial intelligence is gaining traction. From satellite monitoring of crop health to predictive analytics for harvest timing and demand forecasting, digital tools are helping to optimize productivity, reduce waste, and improve supply chain agility.

Functional and alternative beverages: Consumer interest is shifting toward functional beverages with added health benefits — such as gut-friendly juices



containing probiotics, or juices blended with turmeric, collagen, or adaptogens. At the same time, some health-conscious consumers are turning away from traditional fruit juices due to sugar concerns, pushing brands to reformulate or develop low-sugar and plant-based juice alternatives.

Circular economy models: Sustainability efforts are moving beyond recycling. Companies are exploring circular economy practices, such as converting orange waste into bio-based packaging, natural flavorings, or even energy through biomass digestion.

Supply chain transparency and local sourcing: Transparency remains a

top consumer demand. More brands are using blockchain and QR codes to provide traceability from farm to glass. Simultaneously, there is a growing push for locally produced and minimally processed juices, especially in urban centers aiming to reduce food miles and carbon footprints.

In summary, the orange juice supply chain of the future will be shaped by climate adaptation, tech-driven efficiency, consumer health awareness, and deeper commitments to sustainability and transparency. Companies that proactively embrace innovation and resilience will be best positioned to thrive in this evolving landscape. ●

About Shipping and Commodity Academy

Shipping and Commodity Academy is the leading online school for breaking into physical commodity trading. With alumni across 40+ countries, it delivers practical, insider-led training designed to get you hired. Our alumni work in all the top commodity trading firms.

Outlook for crops are thin this month and mainly dominated by the news regarding the impact of Spring frosts in eastern Europe. Next month there will be more reports on the apple crops across Europe.

BRAZIL SCENARIO UPDATE

The 2024/25 crop in Brazil finished officially in June 2025 with FCOJ equivalent volume to the smallest in the Secex series, but the revenue hit a record.

This scenario is related to the limited production of oranges in Brazil in the 2024/25 season, especially of high-quality fruits. Therefore, the industry had difficulties producing juice that is compatible with the standards required by international consumers. Nevertheless, the low supply of orange juice in the international market, in turn, boosted prices.

In the 2024/25 season (July 2024 to June 2025) Brazil exported 776 780 tonnes of juice, 22.7% less than the season before and the lowest since 1997, when the Secex series started.

Although the volume shipped was reduced, high juice prices increased the income significantly. Comparing 2023/24 and 2024/25 crops, the income rose 28.4%, totalling USD3.48 billion - a record. If, on one hand, high values boosted the profitability, on the other, they limited the consumption, particularly due to the low quality of the product.

2025/26 season

The expectation for the 2025/26 season is for shipments to regain pace. Inventories of high-quality juice have increased and part of the demand from abroad is firm again, following the progress of the national production in the second semester of 2025.

There is also the unclear outlook on tariffs from the US, one of Brazil's key markets.

Cepea report (edited by Juice Market)

FLORIDA GRAPEFRUIT PRODUCTION →

The USDA's final forecast for Florida's 2024/25 grapefruit crop is unchanged on the previous report at 1.30 million boxes.

The white grapefruit forecast is 140 000 boxes and the red grapefruit forecast is 1.16 million boxes.

USDA

FLORIDA ORANGE PRODUCTION ↑

The USDA's final forecast on Florida's 2024/25 orange crop has been lifted slightly on the previous report to 12 million boxes. The forecast for non-Valencia orange production is 4.60 million boxes. The Navel forecast, included in the non-Valencia portion of the forecast is 100 000 boxes, 2% of the non-Valencia total. The forecast for Valencia orange production is 7.40 million boxes, up 350 000 boxes from the previous forecast.

USDA

POLAND CHERRY PRODUCTION ↓

Poland's total cherry production in 2025 is forecast at 115 000 tonnes, consisting of 80 000 tonnes of sour cherries and 35 000 tonnes of sweet cherries. If realized, this would be 30% lower than the previous year and over 50% below the six-year average. Frosts in April and May damaged cherry orchards, especially impacting early-fruiting varieties.

With the 2025 harvest level being very low, it is expected that processors and exporters will compete intensely for the raw material. Adding to the tight supply of new fruit, reportedly processing plants also have little to no stocks of either frozen fruit or concentrate. The overall availability of sour cherries on the European market is also anticipated to be much lower due to expectations of significantly smaller production in Hungary, Turkey and Serbia. Producers who were not affected by the frost disaster are expecting much more favourable purchase prices offered by processing plants this year than previously.

USDA

TURKEY – FREEZE EVENT

Unexpected spring frost led to crop damage in citrus, fruit, and tree nut orchards throughout Turkey. The Turkish government responded by providing financial compensation to farmers, hoping to stem their losses. The USDA will continue to monitor the effects of these weather events in the coming harvest season.

USDA ●

Juice



Market



In the July 2025 edition...

ORANGE JUICE – The 2025 orange crop in Brazil is well underway, but some facilities are not up and running yet.

APPLE JUICE – Growing conditions for the upcoming 2025/26 apple season in Poland are relatively favourable.

GRAPEFRUIT JUICE – The USDA's final forecast for Florida's 2024/25 grapefruit crop is unchanged on the previous report at 1.30 million boxes.

GRAPE JUICE – The 2025 crop in Argentina wound up in April, but the processing plants remain active.

LEMON JUICE – Argentina is in the peak production period of the 2025 lemon crop and this high-output stage will run until the end of August.

PINEAPPLE JUICE – The 2025 Summer pineapple crop in Thailand is now winding down, with some factories due to close in mid-July.

MANGO JUICE – Harvesting conditions and climate for the 2025 Totapuri crop have been favourable.

PASSION FRUIT JUICE – Peru's main passion fruit season is currently in full swing, but volumes remain moderate.

JUICE DATA – China: Juice market • FCOJ futures • Brazil FCOJ price trend • 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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Fruit and Vegetable Juices

The Definitive Industry Guide Now Available in English



IFU is thrilled to announce the launch of the long-awaited English edition of the landmark book Fruit and Vegetable Juices, edited by Dr.-Ing. Franz-Michael Rouwen and Prof. Dr. Phil nat Tilo Hühn. This translation, based on the successful 4th edition of the German original (Frucht- und Gemüsesäfte), is now available for purchase worldwide - either as an iBook or in print-on-demand format.

Why this book matters

For more than 40 years, this comprehensive reference has served as the gold standard in the fruit and vegetable juice industry. Updated and revised by leading experts from both science and industry, this edition is more than just a translation - it's an essential tool for anyone seeking to understand or innovate in juice processing.

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- And much more – covering everything from raw material to finished product.

Purchase options

You can now purchase the English edition in two formats:

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Pricing

- IFU member price: €140 (sign in via IFU website to receive the discount)
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To explore and purchase the book, click [here](#) to view the product and choose your preferred format.

This English edition marks a new milestone in knowledge sharing and professional development for the global juice industry. Don't miss the opportunity to own a copy of this authoritative guide - the most complete reference on fruit and vegetable juice production available today. ●

For more information contact Stefania Moeri, Marketing Director, IFU [here](#)

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

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Tel: +32 (0)2 550 17 57 Email: contact@ajunec.be

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China Beverage Industry Association (CBIA)

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Finnish Fruit & Vegetables Industries' Association

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FRANCE

UNIJUS - Union Nationale des Producteurs de Jus de Fruits

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QJF, Quality Juice Foundation

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IRELAND

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

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Arab Beverages Association

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