



fruit juice

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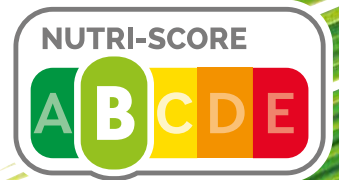
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Voluntary certification control system

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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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Falling for fruit juice

Welcome to the September/October issue of *Fruit Juice Focus*. In this edition of *Fruit Juice Focus* will explore a voluntary control system for juice related products, an overview of the current juice industry landscape and where companies are focusing their businesses for growth.

Cold pressed juices are seeing significant growth and demand continues for 100% natural fruit juices, which consumers perceive as healthier options due to their pure fruit content and lack of added sugars or artificial flavours.

Manufacturers have the challenge of still meeting the flavour desires, without the artificial ingredients.

Find out more inside this 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:



From orchard to aisle:

Ripening of the fruit juice business landscape

The fruit juice industry is no longer thinking about following the latest health trends or innovative flavours to boost their businesses. Fruit juice manufacturers are expected to invest in cold-pressed juices, organic offerings, and sustainability-focused production to stay competitive. Reducing the sugar content is something that most fruit juice companies are actively focusing on across the world.

Heightened awareness of lifestyle disorders and a rising focus on health are driving consumers from carbonated soft drinks to natural, nutrient-rich alternatives. As per the World Health Organization (WHO), 39% of adults worldwide were overweight in 2022, which prompted greater demand for low-sugar, vitamin-fortified, and immune-boosting juices. Fruit juice brands are quickly repositioning their offerings and launching healthier beverages to satisfy evolving consumer demands.

"We are targeting a 10% share of the fresh juice category within three to four years."

Aurélien Grisval, Head of Downstream Markets, Juices Division, Louis Dreyfus Company (LDC) quoted at the launch of the Montebelo Brasil juice brand in France.

Orange juice: The undisputed King of fruit juices

While there is an extensive range of fruit juices for the world population to choose from, the majority of fruit

juice consumption is led by orange juice. With a market share of 44.7%, orange juice is expected to lead the revenue generation for most fruit juice companies in the long run. Apart from being a staple in breakfasts around the world, orange juice has multiple other benefits that are helping it remain the highest consumed fruit juice in the world.

Coming in at distant second is apple juice with a market share of around 18.5%. China, Germany, and the United States are expected to witness high demand for apple juice in the

// Reducing the sugar content is something that most fruit juice companies are actively focusing on across the world



future. Apple juice, being rich in antioxidants, vitamin C, potassium, and its mild laxative effect, is helping boost its consumption among kids as well as adults.

Pineapple juice is gaining massive momentum around the world owing to its high use in smoothies and cocktails. Pineapple juice accounts for 6.5% of all fruit juice sales on a global level and its appeal is increasing rapidly among consumers. A distinctive advantage of pineapple juice is its content of bromelain, a natural enzyme that aids digestion, reduces inflammation, and may promote faster recovery from minor injuries or surgeries. Pineapple juice also contains antioxidants that combat oxidative stress and support cardiovascular wellness among people who drink it.

- In July 2025, Natalie's Orchard Island Juice Company, a leading juice company from the United States launched pineapple juice. The product is made 100% from a single ingredient and is available in 32 oz. bottles via Natalie's online store and major grocery chains and convenience stores

"We see a very strong pineapple market going forward, especially with our premium varieties that is unparalleled in the market." Mohammad Abu-Ghazaleh, Chairman & CEO, Fresh Del Monte Produce stated at the Q2 2025 earnings call.

Clean label movement and veganism impact

The clean label movement, to put in simple words means use of natural ingredients and minimal processing. Consumer aversion to artificial additives, preservatives, and excessive sugars has made clean label movement a highly vital one for fruit juice brands. Fruit juice manufacturers are investing in the development and launch of cold-pressed, organic, and non-GMO fruit juices to stay on par with this trend. This shift not only aligns with rising health consciousness but also helps companies gain consumer trust and confidence. High adoption of plant-based diets and lifestyles are also expected to boost the sales of fruit juices that are made in accordance with clean label trends. European consumers in countries such as Sweden, Germany, and the United

Kingdom are expected to spearhead the consumption of organic and clean-label fruit juices as vegan population increases in the region.

- In April 2025, a new green juice was added to the functional beverage portfolio of Suja Organic, a top provider of organic, cold-pressed juices. Sunrise Greens is a perfect substitute for consumers' daily orange juice, combining a little sweet and a lot of greens to kickstart the morning on a nutritious note.

Low and zero sugar fruit juices are the hero of the hour

Excessive sugar intake has been linked to obesity, diabetes, and cardiovascular risks. Growing awareness regarding these indications is promoting the consumption of low- or zero-sugar alternatives. As consumers demand authentic fruit juice flavors without the sugar trade-off companies invest in product innovation. This unmet demand has resulted in the launch of multiple new products but here's one from Welch's that shows how the market is transforming.

“ Orange juice has multiple other benefits that are helping it remain the highest consumed fruit juice in the world



Welch's zero sugar juice launch

Welch's, a United States-based fruit food and beverage brand, has long been associated with authentic fruit juices and strong brand loyalty in the US juice market. Welch's launched a new range called Welch's Zero Sugar in September 2024. "You Gotta Sip It, To Get It", a novel marketing campaign aimed at reinforcing the product's unique proposition of zero sugar without compromising flavor was also launched by the company.

To address the rising skepticism surrounding zero-sugar juices among consumers, the campaign leveraged sampling and experiential events. Trial marketing was leveraged by this campaign to directly convert consumers regarding their reservations about zero sugar beverages. The campaign offered first-hand tasting experiences, resulting in an increased likelihood of consumers opting for their products. This strategy underscores the importance of "experiential validation" in product categories where taste remains the ultimate purchase driver.

Scott Utke, Welch's Chief Marketing Officer explained that health-conscious consumers directly expressed dissatisfaction with current zero-sugar juice offerings. The company pursued extensive R&D instead of reformulating its products, which helped it replicate its authentic fruit taste profile and differentiate itself from the competition. Welch's positioned its new product range as a unique offering and not just another SKU as most other competitors offer.

Welch's Zero Sugar launch is a testament to how heritage brands can stay relevant by blending tradition with innovation. The company effectively identified a market gap in the form of lack of flavorful, zero-sugar juices and delivered a solution for the same. Welch's not only launched a new product but paired with its largest-ever marketing campaign to raise awareness, which is also expected to help propel the sales of its new products. This launch has positioned Welch's to defend its market share in the United States whilst expanding its product portfolio. This launch can be studied by other companies to better understand consumer needs, brand equity, and bold marketing strategies.

Advanced processing and preservation techniques empowering innovation

Companies are opting for advanced processing solutions to improve product quality. High-pressure processing (HPP), cold-press extraction, and pulsed electric fields (PEF) are popular advancements being used by fruit juice manufacturers. Use of these advanced processing solutions helps in improving the concentration of vitamins, antioxidants, and natural flavors in juices. Cold-pressed juices are a perfect example of how processing can change the perception of products. Consumer preference for minimally processed and clean-label beverages is helping bolster the importance of advanced processing technologies.

- In August 2025, Daily Dose, a renowned cold pressed juice provider from the United Kingdom announced the launch of two new apple juice flavors. The new Apple & Alphonso Mango and Apple & Root Ginger flavors were made available in 900 ml bottles across all Waitrose stores in the country.
- In May 2025, The Brooklyn Creamery, a leading better-for-you ice cream brand from India announced the



launch of 100% Natural Fruit Juice Popsicles. The new fruit juice popsicles are made using water, agave, natural fiber, and genuine fruit.

- The European Fruit Juice Association (AIJN) reports that cold-pressed and fresh juices now account for nearly 10% of total juice sales in Europe, reflecting growing consumer adoption.

Transformation of juice distribution through digital and direct-to-consumer models

Fruit juice brands are hopping on the bandwagon of personalization and convenience through e-commerce platforms and mobile ordering

applications. Subscription-based services offering fresh juices to consumers in a personalized manner are also helping revolutionize how fruit juice is sold. As more companies shift towards D2C channels, accessibility to novel fruit juice products is also increasing thereby offering new business scope for companies.

- In July 2025, Odwalla®, a renowned juice and smoothie brand founded by musicians back in 1980 announced the availability of its products via Amazon® and at the company's official website www.OdwallaDrinks.com. The company also offered 25% off on all online purchases sitewide.
- Global e-commerce sales amassed a revenue of USD 5.8 trillion in 2023. Food and beverages account for a massive chunk of this revenue. This

statistic was provided by the United Nations Conference on Trade and Development (UNCTAD).

The vending machine culture from Japan recently saw a major trend revamp that has emerged as a marvel in fresh juice distribution. Singapore-based company IJOZ, launched a new vending machine called of "Feed ME Orange" in April 2023. Unlike conventional beverage dispensers, this machine squeezes fresh seasonal oranges in real-time, delivering a 280 ml cup of pure juice within 40 seconds.

Consumers seeking healthier, additive-free beverage could not get their fill from vending machines, which have traditionally been serving processed beverages. IJOZ identified this gap and positioned its fresh juice vending machine as a solution, blending

Japan's love for convenience with the global shift toward health-conscious consumption.

The new offering by IJOZ offered users access to a whole new level of immersion and engagement. People watch as 3–4 seasonal oranges are cut, pressed, and squeezed behind a transparent glass panel. This turned a simple juice purchase into a whole new personalized retail experience for consumers. With no added sugar, preservatives, or water, IJOZ differentiates its offering from bottled juices that often rely on concentrates.

IJOZ sculpted out a spot for itself in the highly competitive Japan vending machine industry by coming up with a unique combination of technology, innovation, and spectacle. IJOZ leverages automation and real-time production to deliver the promise of freshness helping it outshine companies such as Tropicana or Minute Maid. Moreover, the machine reflects a broader global trend of personalized, on-demand food and beverage experiences.

The “Feed ME Orange” case study is the perfect instance of how consumer health trends, technology integration, and Japan's vending culture come together to offer a unique distribution experience. This juice vending machine was successful because it tied in a unique experience and fulfilled consumer demand for fresh products. IJOZ positioned its fresh juice machine as both a beverage solution and an experience to capitalize on the demand for freshly squeezed fruit juice. “Feed ME Orange” is expected to serve as a benchmark for juice distribution innovation in the long run.

Eco-friendly packaging and emphasis on sustainability

Launch of strict regulations by governments and regulatory bodies to reduce plastic pollution



This turned a simple juice purchase into a whole new personalized retail experience for consumers

and manage packaging waste compels fruit juice companies to reassess their packaging strategies. Rising consumer awareness of the environmental consequences of single-use plastics is accelerating the demand for recyclable, biodegradable, and reusable alternatives. As a result, plant-based bottles, paper cartons, and recycled PET (rPET) are emerging as preferred options for manufacturers striving to lower their carbon footprint and support a more sustainable future.

- Ball Corporation, a top sustainable aluminum packaging company announced its strategic partnership with Dabur India Limited, a leading consumer goods company in December 2024. The company intended to expand its Réal juice portfolio with the launch of the new Réal Bites in fully recyclable aluminum cans in India.
- In March 2025, Tropicana, a leading American fruit-based beverage provider launched its new Fresh & Light juice range in the United Kingdom. The products were made available in Pure-Pak® cartons with less sugar content as a lighter alternative to standard fruit juice products.
- In September 2023, Jus de Fruits Caraïbes, a leading French West Indies fruit juice provider collaborated with Appetite Creative and Tetra Pak. The collaboration is focused towards an interactive connected packaging experience

which raises awareness about its sustainability credentials and gives backing to the local community.

At the crossroads of innovation lies a new beginning for fruit juice companies

With traditional juice choices being seen as too high in calories and sugar content, the fruit juice industry stands at a trend crossover where change is essential. Shifts in modern nutrition goals and evolving consumer preferences are all playing a vital role in shaping the consumption of fruit juice on a global level. Functional fruit juices are expected to be at the forefront of innovation and consumption trends in the long run.

- A report from the European Fruit Juice Association (AIJN) highlighted that more than 60% of consumers in Europe prefer juices with functional benefits such as energy enhancement, detoxification, and stress reduction.

By investing in eco-friendly materials and cutting-edge production methods, industry players can strengthen market resilience and secure a competitive edge in a sustainability-driven future. With multiple trends and factors at play in the fruit juice market, brands are expected to witness a major transformation of their businesses instead of just a trend-based course correction that has always been the norm. ●

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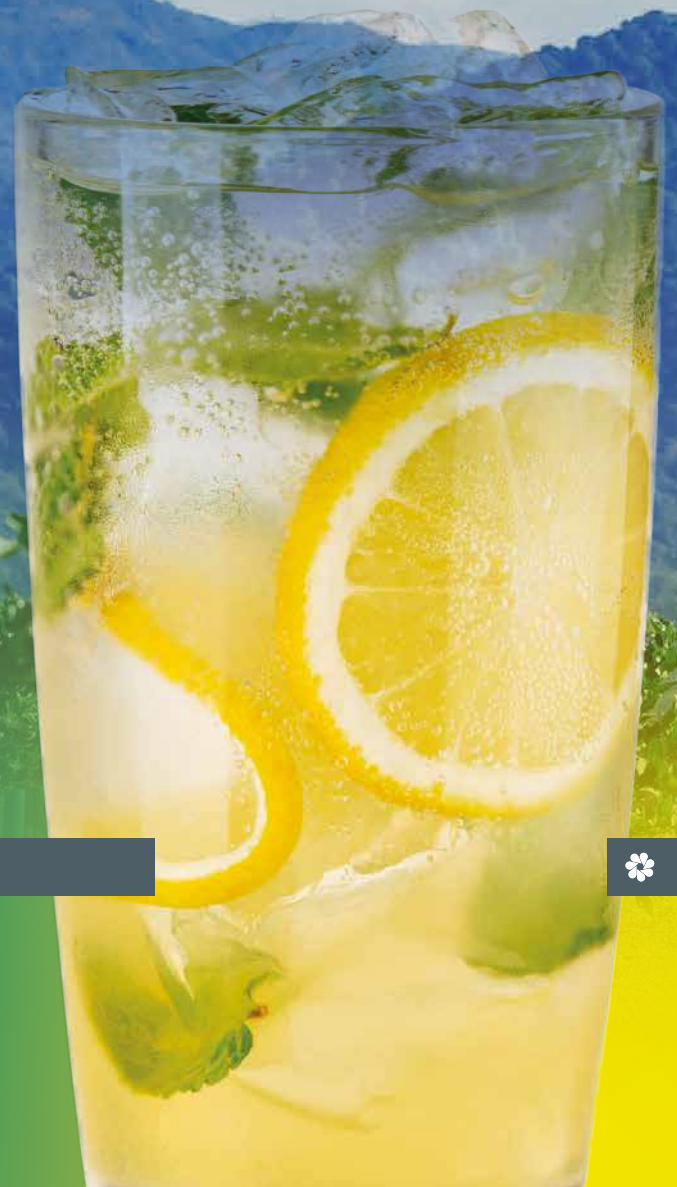
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Latest juice industry news...

USA

FDA issues proposed rule to amend standard of identity for pasteurized orange juice

The U.S. Food and Drug Administration has issued a proposed rule to amend an over 60-year-old Standard of Identity (SOI) for pasteurized orange juice to promote honesty and fair dealing for consumers. The proposed rule will also provide flexibility to the food industry. This rule furthers the agency's ongoing actions to review its portfolio of over 250 SOI to make sure they are useful, relevant and serve consumers in the best possible way.

The proposed rule would reduce the minimum Brix requirement (a measurement that indicates the sugar content of a liquid), from 10.5% to 10%. The FDA is taking this action in response to a citizen petition submitted by the Florida Citrus Processors Association and Florida Citrus Mutual in 2022.

The FDA established an SOI for pasteurized orange juice in 1963 to protect the interests of consumers and reflect their expectations for orange juice. That standard set forth requirements for ingredients, manufacturing, juice content specifications and labelling, as well as the minimum Brix level of 10.5 percent. However, the Brix level for Florida oranges has been steadily declining over the past few decades due to severe weather and a bacterial disease called "citrus greening," making it challenging to meet the minimum Brix established in the SOI. To meet FDA's current requirements, some manufacturers have imported high-Brix orange juice from abroad.

The FDA expects that lowering the minimum Brix from 10.5 percent to 10 percent is unlikely to affect the taste of orange juice and will have a minimal impact on the nutrients found in orange juice. Proposing to update the SOI for pasteurized orange juice reflects the FDA's efforts to strategically update and modernize food standards by better aligning this standard with current agricultural norms and providing greater production flexibility, while maintaining the basic nature and essential characteristics of the product.

www.fda.gov

USA

StePacPPC's pallet-shrouds preserve produce freshness all the way to retail

A sustainable packaging solution created by packaging innovator StePacPPC is working at full-pallet level to protect fresh produce from farm to retail. The company's advanced pallet shrouds ensure fresh berries and other produce items reach their destination in peak freshness while helping minimize plastic use.

StePacPPC has been actively addressing the need for climate-positive packaging that can extend the shelf life of fresh produce during lengthy freight journeys for over 30 years. Xtend® Pallet Shrouds were specifically developed to accommodate scenarios for which the company's traditional Xtend® bulk carton liners are impractical.

These advanced protective covers preserve the quality of select fresh produce items stacked on a pallet for shipment at temperatures near 0°C. Delicate berries that present low-respiration rates, including blueberries, raspberries, strawberries, and blackberries, especially benefit from StePacPPC's shrouds and are an example of produce items for which conventional Xtend products, despite offering superior performance, are sometimes impractical. In North America, berries are typically field-packed. Since berries need to be at least partially cooled before being packed in Xtend bulk bags, this creates a logistical challenge that complicates their use for field-packed produce.

The pallet shroud is uniquely designed to keep produce fresh up to the final destination, where it is simply removed upon arrival. The covers are inbuilt with advanced modified atmosphere (MA) and modified humidity (MH) technology, which enables atmosphere and moisture control. They create the optimal environment to retain freshness and quality during storage and transit, often requiring lengthy periods. A further benefit is that the amount of plastic-per-unit weight of produce is kept to an absolute minimum.

"We can tailor the pallet shrouds to meet the unique preservation needs of a variety of fruits and vegetables," asserts Gary Ward, Ph.D., CTO for StePacPPC. "For produce items that do not benefit

from modified atmosphere, we provide a variant that relies solely on modified humidity to reduce weight loss. It is also critical to understand for which produce items the use of pallet shrouds represents a risk due to the potential for ethylene accumulation, temperature increase or both. This is where our know-how and deep understanding of fresh produce and cold-chain logistics help us support our customers with the most effective packaging solution possible for their specific needs.”

Xtend Pallet Shrouds are constructed from advanced polyamide-based film with moderate to high water vapor transmission rates (WVTR). They address a key challenge in pallet-level packaging: moisture accumulation. A pallet shroud’s small surface area to volume ratio makes it prone to trapping excess moisture, especially under fluctuating or poorly managed temperature conditions. This increases the risk of microbial decay and carton collapse. Xtend

Pallet Shrouds effectively alleviate these risks through superior moisture control.

Packers and shippers in Mexico are using StePacPPC’s solution to preserve quality of berries during lengthy shipment across Central and North America. It is proving effective in slowing the ripening of this perishable berry, minimizing microbial decay and dehydration. “Blueberries are extremely delicate fruits and highly sensitive to handling, temperature changes, and moisture and typically have a very short shelf life” notes Felipe Martinez C. CEO Cima Berries Mexico “The MAP properties of Xtend pallet shrouds helped us reduce weight loss and preserve the quality of our organic Blueberries that we send by truck from Mexico to Guatemala. Once the shroud is removed, the berries are still firm and maintain their vibrant blue color for display.”

In Peru, Xtend pallet shrouds maintain blueberry quality throughout shipping to the US, during which the fruit is



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subjected to cold sterilization treatment. If sterilization fails, the shroud can be easily removed for fumigation of the blueberries in the US.

Xtend pallet shrouds are also used to replace controlled atmosphere (CA) containers to ship blueberries from South Africa or when CA is unavailable. The difference in the cost between CA container and a standard reefer container became so significant that the usage of Xtend pallet shroud also provides a financial advantage.

Beyond transportation, Xtend pallet shrouds are also becoming a practical tool for inventory management, helping maintain product quality during short to medium-term storage and levelling supply peaks and troughs. In Poland, growers and packers report that the packaging allows them to store blueberries for up to four weeks, better managing stock and extending seasonality. The shrouds are also protecting Argentinian blueberries during extended 3-week cold storage after being airfreighted to the Middle East, minimizing weight loss and significantly reducing microbial decay.

"Our pallet shrouds are proving to be instrumental in optimizing inventory management and ensuring consistent market supply of high-quality berries over a prolonged period. Not only do they improve the experience of the customers who receive punnets of berries at close-to-harvest freshness, they help reduce waste and plastic use," concludes Ward.

Press Release. Stepacppc.com

USA

Former Coca-Cola, Kraft Heinz R&D leader brings valuable CPG beverage innovation and commercialization expertise

The MycoTechnology Board of Directors has appointed Dr. Robert Scott as a member of the board. Dr. Scott is a food and beverage industry executive with 25+ years of leadership experience across corporate, academic, and nonprofit sectors. He is an accomplished innovation leader, bringing new technologies to the market, leading the implementation of strategic initiatives, and driving organizational transformation.

"We are thrilled to welcome Robert to the MycoTechnology Board of Directors," said Rob Case, Chairman of the Board, MycoTechnology. "Robert's broad understanding of the food and beverage industry and specifically his beverage category sweetener expertise will be especially valuable as we

commercialize and bring to market our revolutionary new ingredient, Honey Truffle Sweet Protein, which is naturally derived from the honey truffle and delivers a uniquely clean taste profile with minimal off-notes."

"In addition, Robert's contributions to the board will be important by providing the customer view as we continue to expand our portfolio of natural ingredient solutions from mushroom mycelia fermentation into the global food and beverage markets," said Jordi Ferre, CEO, MycoTechnology.

Since May 2025, Dr. Scott has been the president of Albany State University (Albany, GA). Previously, he was President, R&D at Kraft Heinz, where he led the transformation of a global R&D organization through strategic innovation and operational alignment. At Coca-Cola, Dr. Scott was Vice President, R&D, where he led new ingredient discovery, sweetener technology development and led R&D teams in the U.S., Latin America, Europe, China and Japan. As a Division Vice President at Abbott Nutrition, he was the senior R&D leader accountable for product development. Dr. Scott began his business career at Procter & Gamble. His academic career includes Associate Dean at Spelman College and Boston College, and Assistant Professor of Biology at Norfolk State University.

myco-technology.prezly.com

EUROPE

Symrise announces successful placement of EUR800 million bond

Symrise AG, a global supplier of fragrances and flavours, cosmetic ingredients as well as functional ingredients, has announced that it has successfully completed the inaugural issue of a rated bond on the European debt capital market.

The bond, with a volume of EUR800 million, received high demand from international investors and was financed on very attractive terms. The proceeds of the bond will be used primarily for early refinancing of debt maturities in autumn 2025.

Olaf Klinger, Chief Financial Officer of Symrise AG, said: "We are pleased to announce the successful placement of this bond. The high demand for our current issue underscores investor confidence in our sustainable and robust business model as well as our solid financing structure."

Symrise

GLOBAL

Fruit beverages market projected to reach USD186.6 billion by 2034 with 5.9% CAGR

The global fruit beverages market is expected to be worth around USD186.6 billion by 2034, up from USD 105.2 billion in 2024, and is projected to grow at a CAGR of 5.9% from 2025 to 2034. With a USD50.8 billion value, North America commanded a 48.30% market share in Fruit Beverages.

Fruit beverages are drinks made by processing fruits into juices, nectars, smoothies, or flavoured drinks, often retaining the natural taste and nutrients of the fruit. They can be fresh, packaged, or concentrated and are widely consumed as a refreshing alternative to carbonated and artificially flavoured drinks. According to an industry report, Soda maker Culture Pop successfully raised USD21 million to support its growth journey.

The fruit beverages market refers to the global industry that produces, distributes, and sells drinks made from fruits. This market covers a variety of products such as juices, blends, and ready-to-drink options that cater to both health-conscious consumers and those seeking convenience. It is influenced by changing dietary habits, lifestyle choices, and innovation in flavours and packaging. According to an industry report, Beverage startup Rio Innobev has raised INR10 crore in funding led by Atomic Capital.

One of the major growth factors is the rising awareness of health and wellness, as consumers shift from sugary sodas to natural, fruit-based options. People are increasingly looking for products with vitamins, minerals, and antioxidants, making fruit beverages a preferred daily choice. According to an industry report, Sparkling water brand Dash secured GBP8.7 million through its Series A funding round.

The demand for fruit beverages is also driven by urbanization and busy lifestyles. Ready-to-drink

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fruit juices and smoothies fit perfectly into fast-paced routines, offering nutrition and refreshment without the need for preparation. This has led to higher consumption among young professionals and urban households. According to an industry report, Popular F&B brand Paper Boat obtained USD50 million investment from Singapore's sovereign fund GIC.

market.us

MENA

Egyptian pomegranate season going at full speed

"Demand for the Wonderful variety pomegranates is high right now," explains Mohamed Elkhtib, Export Manager for Egyptian exporter Zamel for Import & Export, he continues, "they've already started shipping the Wonderful pomegranate variety from Egypt: "The season for Wonderful pomegranates has already started in Egypt, after the acid pomegranate 116 caused higher demand for high brix products. The volumes for Wonderful pomegranates are higher than they were last season."

Both Europe and Asia are the major markets to export these pomegranates from Egypt to, Elkhtib explains. "Demand for the Wonderful variety is high right now. We're seeing that Europe is a good market for the produce, as well as Africa and Asia. Looking at specific countries, the opportunities can be found in Romania, France, Mauritius and Malaysia."

Despite facing heavy competition from both countries in Africa as well as Europe, Elkhtib is confident that Egypt will have a good chance to come out on top: "I think the major challenges this season will come from our competition, mainly Morocco for Africa and Spain and Greece when it comes to shipments to western Europe. However, Egypt can always compete in the market thanks to our high quality, storage capabilities and large volumes."

"Overall, I expect a good season for the Wonderful pomegranates. It started last week, while we still only had 70-80% of the colour, but demand is high enough to get started. Next week will be the actual start of the season where we will have products that are fully coloured. The end of the season will also have solid demand thanks to the high brix, making it suitable for juices." Elkhtib concludes.

Mohamed Elkhtib, Zamel for Import & Export

USA

Juice containers recalled by FDA over harmful contamination

The FDA has issued a recall of over 22,000 fruit juice containers over fears they could be contaminated with a dangerous bacteria. Evergreen Orchard Farm, based in New Jersey has issued an alert for its Korean Pear, Grape and Jujube juices after FDA investigators found no record that they had been pasteurized.

Juices in the US are mostly pasteurized, or heated and cooled, before being sold to customers to kill any potentially harmful bacteria such as salmonella or E.coli. The FDA states that this was a Class II recall, the second-highest category which is used when the probability of 'serious adverse health consequences is remote'. No sicknesses have been reported due to the juices to date.

www.fda.gov/safety

USA

Florida residents to help researchers in the fight against citrus greening

Florida's citrus industry is struggling with citrus greening disease. Residential trees can serve as reservoirs for Asian citrus psyllids, the insects responsible for its spread, if they're not properly managed.

In an effort to help prevent disease spread, The UF/IFAS is working with Florida residents to teach them how to identify, monitor and manage greening and psyllids.

In a recently published study results among workshop participants surveyed afterward, 86% expressed a willingness to manage psyllids and 89% agreed to remove infected trees.

"This is the kind of behaviour that can really help mitigate the disease," said study co-author Xavier Martini, a UF/IFAS associate professor of entomology.

"The vast majority of these cold-hardy citrus groves are free of citrus greening and are therefore flourishing," Martini said. "We want this burgeoning industry to develop and be protected, so we have to be proactive."

UF/IFAS faculty and staff conducted the workshops in six North Florida counties. Overall, 93% reported an increase in knowledge of greening and psyllids monitoring and management afterward.

<https://blogs.ifas.ufl.edu/>

GLOBAL

Southern Hemisphere fresh fruit advocacy group Shaffe adopts new name and logo after 34 years

The Southern Hemisphere Association of Fresh Fruit Exporters (Shaffe), the advocacy group for the fresh fruit industry in the Southern Hemisphere, has changed its name to Southern Hemisphere Fruit Alliance (SFA) and adopted a new logo.

According to the 34-year-old organisation, the move better reflects its mission of unifying the diverse and unique southern fruit sector, "championing its cause and nurturing environmentally, socially and economically sustainable global value chains for the region's fruits".

"We are delighted to announce that the change of name and the transition process that we initiated

earlier this year has now been completed," said Nathan Hancock, SFA president and CEO of Citrus Australia.

"Our new beginning and brand are designed to help us truly unite the fruit industry – from producers to exporters in the entire Southern Hemisphere – so that we may more effectively advocate for the cause of the sector.

"Speaking with one voice, our alliance will be able to make the case that fresh fruits from the Southern Hemisphere are essential to prosperity in the region, and provide a crucial contribution to the health and well-being of consumers worldwide," he noted.

SFA said that while the change from 'Association' to 'Alliance' may seem simple, it embodies the organisation's primary mission as it grows into its fourth decade.

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SGF International juice certification programme: The Voluntary Control System (VCS)

The silent sentinel of fruit juice integrity: What it is, why it matters, and how it works: In a globalised food market where supply chains stretch across continents, ensuring the integrity, safety, and authenticity of fruit juice and related products has never been more important. The Voluntary Control System (VCS), operated by SGF International e.V., stands as a model of self-regulation that unites juice industry stakeholders in a common commitment to transparency, safety, and quality.

1. What is the Voluntary Control System (VCS)?

The Voluntary Control System is a comprehensive, industry-led monitoring and certification programme designed to ensure that fruit juices, fruit juice concentrates, nectars, and related products meet legal requirements and quality expectations. Established in 1986, the VCS is managed by SGF (Safe – Global – Fair) International e.V., a non-profit

organisation based in Germany. Unlike mandatory public regulations, the VCS is a voluntary system to which companies commit themselves, thereby agreeing to a defined set of standards and control mechanisms.

The VCS encompasses the entire fruit juice supply chain. It includes raw material processors, bottlers, traders, and other associated companies. Once they become members, companies agree to

participate in regular audits, provide documentation, and submit product samples for analysis. The programme enables independent verification of compliance with legislation, ensures authenticity and traceability, and acts as a robust tool for fraud detection and risk management. SGF collaborates with a broad network of laboratories, auditors, scientific institutions, and food safety authorities, creating a multi-layered system of trust and control.

“ To maintain consumer trust and protect honest producers, it needed to implement a robust self-regulatory system



Why was the VCS created?

The creation of the VCS in 1986 was driven by a series of challenges in the international fruit juice trade. At that time, the industry was facing increasing concerns about food adulteration, particularly involving juice concentrates. Regulatory oversight was not always sufficient, especially when it came to detecting sophisticated fraudulent practices or ensuring consistent product quality across borders.

The industry realised that to maintain consumer trust and protect honest producers, it needed to implement a robust self-regulatory system. The VCS was developed to demonstrate the industry's commitment to transparency and integrity. It aimed to fill gaps in official food control, reduce opportunities for fraud, and level the playing field by holding all participants to the same standards. Over time, the system has been refined and expanded, introducing new detection tools, widening its global reach, and adapting to technological advances. Yet, at its core, the VCS remains grounded in the principle that voluntary collaboration can effectively enhance food safety and authenticity.

Who participates in the VCS?

The VCS is open to all stakeholders within the fruit juice supply chain. This includes companies involved in the processing of raw materials such as juice and puree concentrates, which fall under the IRMA (International Raw Material Assurance) programme. Bottling companies that produce ready-to-drink beverages, traders who buy and sell juice products across borders, and logistics service providers such as importers, storage operators, and transport companies may also participate.

To become a member, companies must pay an annual fee and sign a contractual agreement with SGF International e.V. This contract obliges them to adhere to the rules of the VCS, allow access for audits, provide documentation, and cooperate with sampling procedures. The system's structure encourages responsibility and compliance across all levels of the supply chain.

How does the VCS work?

Once a company decides to participate in the VCS, it formally enters a contractual relationship

with SGF. This agreement includes the company's commitment to allow unannounced audits, submit periodic documentation about products and volumes, maintain proper traceability systems, and facilitate the collection of product samples. In addition, participating companies must grant full access to all production facilities relevant to the manufacturing, processing, or handling of fruit juice and related products. This ensures that audits can be conducted comprehensively and without restrictions, allowing for a thorough assessment of compliance at every stage of production.

Audits

Audits are the heart of the system. The audits are conducted by independent, specially trained auditors. Carefully designed checklists support the most objective evaluation of the companies. Auditors evaluate hygiene and good manufacturing practices (GMP), check traceability systems, conduct mass balance calculations (comparing volumes produced or purchased with those sold), and assess compliance with internationally recognised food



Membership in the VCS serves as a mark of transparency and a commitment to product quality

legislation, including EU law and Codex Alimentarius standards.

A particularly valuable part of the audit are the SAPs (Sample from Audited Production). These samples are drawn as the auditor sees the raw material actually being processed. After careful evaluation of the analysis results by the SGF Technical Managers the gained data of these samples are entered into SGF's DEF – Database of Evaluated Figures – which stores and aggregates results across all raw material and regions. This unique data pool reflects regional particularities and variations, allowing SGF to assess deviations in a context-specific manner and improve authenticity evaluation across the sector.

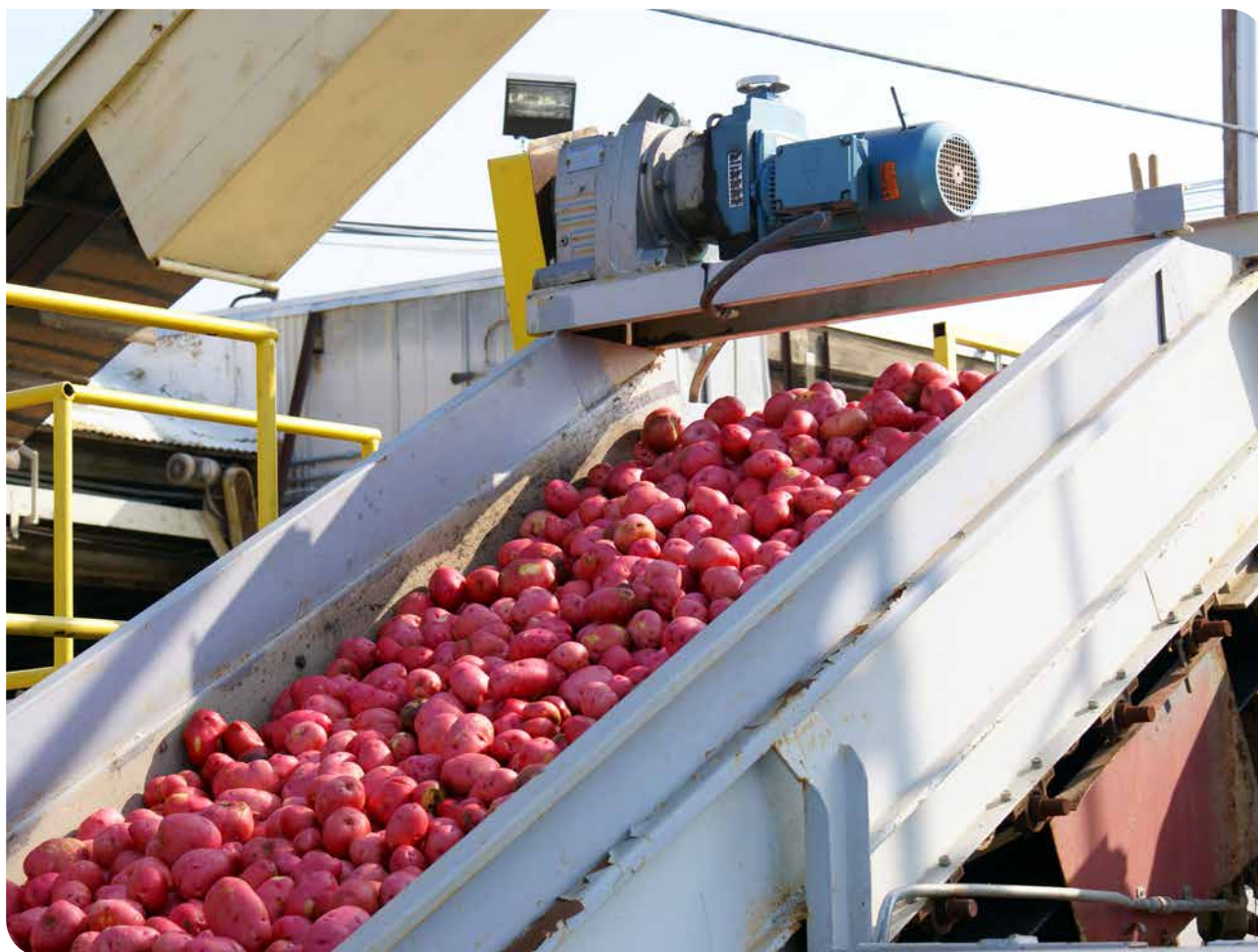
In addition to document and site audits, SGF collects finished product samples either during on-site inspections or anonymously from the market. These samples are analysed in independent, ISO 17025-accredited laboratories for authenticity (e.g., through isotope ratio analysis or evaluation of sugar and acid profiles), residues such as pesticides or mycotoxins, and the presence of any unwanted or foreign substances.



Surveillance

Market surveillance is another essential aspect of the VCS. As part of this effort, SGF anonymously purchases finished products from retail outlets to conduct independent checks. These controls include not only laboratory analysis but also detailed verification of packaging and labelling against applicable legal requirements. This ensures that

product declarations, claims, and origin statements are truthful and not misleading. This additional layer of control enhances the system's ability to detect fraud and unfair competitive advantages. When non-compliance is identified, SGF may impose sanctions. These can range from corrective action requests and re-audits to public warnings, product recalls, or even termination of VCS membership.



What are the benefits of the VCS?

The VCS offers a wide range of benefits for all stakeholders involved. For industry players, participation can be a prerequisite for accessing certain markets, as certified bottlers mostly only purchase from certified suppliers. Membership in the VCS serves as a mark of transparency and a commitment to product quality. It also supports internal risk management by identifying weaknesses through regular audits and sample testing, which in turn reduces the potential for liability claims. Furthermore, members benefit from being part of a knowledge-sharing network that includes technical experts, auditors, and partner laboratories.

Consumers benefit as well. Even if it goes unnoticed by them it provides assurance regarding food safety and authenticity. Consumers are less likely to be misled or exposed to unsafe products when such voluntary control mechanisms are in place.

For public authorities such as food safety agencies or ministries, the VCS serves as a valuable complement to official control systems. It provides additional data, enhances transparency, and helps identify high-risk operators. SGF shares anonymised information with competent authorities and associations, fostering a collaborative relationship between private self-monitoring and public oversight.

Transparency and digital tools

The digitalisation of food control processes is an important part of modern supply chain monitoring, and SGF has embraced this transformation. One of the most significant tools within the VCS is the SGF JuiceBase, a secure digital platform that contains audit documentation, sampling results, certificates, and traceability data. The JuiceBase ensures that all relevant information is accessible in one place and can be used for both internal review and external verification.

Additionally, SGF provides participating companies with digital identifiers such as SGF ID numbers. These identifiers enable fast and

efficient tracking of a product's audit history and status. SGF also maintains partnerships with international organisations such as AIJN (European Fruit Juice Association) and IFU (International Fruit and Vegetable Juice Association), as well as with national associations within the juice family. This cooperation ensures that relevant risk-based findings contribute to broader discussions and policies concerning food authenticity and safety.

The global reach of the VCS

Although the VCS originated in Germany and was initially designed for the European juice market, it has gradually expanded to a global scale. Today, SGF conducts audits in 47 countries and maintains an international presence across all major continents. The system has adapted to reflect the increasingly global nature of fruit juice production and sourcing, with audits now taking place in key growing regions on all continents.

This global reach is supported by a network of auditors and laboratory partners operating in different regions. The international expansion of the VCS also facilitates mutual understanding between different food cultures and regulatory environments. In 2024, SGF celebrated the 50th anniversary with a worldwide roadshow, visiting key regions and highlighting success stories from participants in the system. This milestone reaffirmed SGF's mission



of promoting global transparency and accountability in the juice sector.

Looking ahead: Challenges and developments

The food industry is constantly evolving, and the VCS must continue to adapt. One major challenge is the emergence of new and increasingly sophisticated forms of adulteration. The system must stay one step ahead by investing in advanced laboratory techniques and expanding its network of scientific advisors.

Furthermore, the digitalisation of traceability systems is likely to increase in scope. Blockchain technology and cloud-based platforms offer promising tools for improving transparency and data exchange across the supply chain. SGF is working to ensure that its systems remain compatible with these innovations.

Finally, consumer expectations are shifting. People want visible proof that products are genuine and

safe. Certification systems like the VCS must respond with greater accessibility, clearer labelling, and more effective communication about the added value of independent verification.

Conclusion

The Voluntary Control System is a recognised contributor of the global juice industry's commitment to food safety, authenticity, and quality. For almost four decades, it has operated as a successful model of voluntary self-regulation, demonstrating that industry-led initiatives can complement official controls and significantly enhance consumer protection.

By combining on-site auditing, independent laboratory analyses, traceability, and global cooperation, the VCS builds trust among producers, traders, retailers, and regulators alike. It shows that quality assurance is not merely a regulatory obligation but a shared responsibility—and one that can only be fulfilled through collaboration, transparency, and a dedication to continuous improvement.

In a world where food systems are increasingly complex and globalised, the VCS remains a vital instrument for building trust, preventing fraud, and ensuring that a bottle of juice is exactly what it claims to be.

**Be part of a safe system.
Safe. Global. Fair. ●**

About SGF International

SGF is an international association of the fruit juice industry and has been safeguarding fair competition and product authenticity since its foundation in Germany in 1974. Its members include processing, bottling, and trading companies worldwide. Through an independent system of annual on-site audits and accredited laboratory analyses, SGF ensures compliance with legal and industry quality and safety standards. It also provides consulting on fair competition and takes corrective actions to avoid the danger of repetition of adulterations and unfair competition. As a scientific hub for all juice-related issues and questions, SGF is the expert when it comes to juice. Visit [Voluntary Control System](#) for more information.



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FCOJ and FCOJ futures market

Orange Juice futures prices have settled into a trading range for now and are trading in lighter volume markets. There is not much news to drive prices one way or another, so not much is happening in the futures market at the moment. The range was established once the reaction to the Trump tariffs on Brazil were imposed for all imports to the US and then lifted for Orange Juice. *Jack Scoville reports.*

US weather has been good for the crops in Florida this year. Seasonal showers have been reported on almost a daily basis and the precipitation has helped keep trees in good condition. Irrigation needs have been minimal.

Crops in California have been dry but the crops there are mostly going to be used for fresh consumption and not for juice. Crops in Texas and Mexico are reported to be in mostly good condition. Texas has seen a lot of rain this year so the trees should be well supported. Brazil suffered from a freeze earlier in the growing season, but this does not seem to have affected juice production much if at all.

The weather in Sao Paulo is currently seasonally dry, and warm and crop conditions are reported to be good.

The market is still relatively cheap as prices were previously 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 is competing for sales. That should help limit the rally potential as the amount of juice available to the world remains strong. We think prices will hold the current range and that a big rally is difficult to forecast. It is more likely that prices will somewhat lower over time as the market adjusts to the increased availability of juice.

Demand could increase as the winter season approaches, but the increase should be well anticipated by the trade. ●

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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What are the health benefits of wellness shots?

Wellness drinks, like Plenish Shots are designed to bridge the gap between supplements and cold-pressed juices. Each one combines vitamins or minerals with benefits that are scientifically backed with powerful superfoods such as ginger and turmeric, cold-pressed to preserve their natural potency.

Written by **Russell Goldman**, Managing Director, *Breakthrough Brands* at *Carlsberg Britvic*

Every shot is fortified with a key vitamin or mineral for health. Ginger Immunity, for example, delivers 100% of your daily vitamin C to support the immune system, while Turmeric Recovery is enriched with vitamin B12 to support energy and reduce fatigue. By pairing these superfoods with essential vitamins and minerals, our range delivers benefits across immunity, energy, gut health, recovery and more.

The result is a simple solution: superfood ingredients you know and trust, combined with the vitamins and minerals your body needs, all in one quick, convenient shot.

Identifying changing consumer demand for wellness products

Health and wellness is no longer a niche, it's mainstream. In fact, 66% of UK shoppers say they're actively making choices to improve their health, according to NIQ's Global State of Health & Wellness report. What's changing is how they achieve this.



The wellness shots category is proof of this, growing 617% in sales value over four years

Consumers are looking for controlled portions and products that are nutritionally rich, with added vitamins and minerals that genuinely support their wellbeing.

That's exactly where wellness shots come in. Plenish shots have a handful of ingredients, and each one is fortified with a key vitamin or mineral to deliver a specific benefit. From immunity to energy and gut health, shots give consumers an easy, portion-controlled way to top up their nutrition every day. Meeting today's health needs in a way that feels both simple and effective is why the category is growing so fast.

We recently transformed our Dosing Bottle format for our wellness shots into a new 420ml multi-serve bottle

to provide seven shots - one for each day of the week. Dosing Bottles are a leading format for wellness shots, holding a 64% category share, worth £36 million*. By continuing to evolve our range with a more accessible format and a convenient way for shoppers to enjoy the range, Plenish is responding to changing consumer demand.

What is the importance of functional beverages, are these growing?

Functional health has boomed in recent years as shoppers increasingly invest in their wellbeing and look for products that target specific health



“ Health and wellness is no longer a niche, it’s mainstream

needs. The wellness shots category is proof of this, growing 617% in sales value over four years to reach £42.1 million* at the end of 2024. At Plenish, we’ve been central to that growth, taking our shots range from a standing start to over £10 million RSV in just two years*.

The big shift now is that consumers don’t just want functionality, they want straightforward, naturally sourced ingredients. That’s a challenge for many brands, but for Plenish it’s in our DNA. From the start, we’ve committed to creating powerful, science-backed shots - just cold-pressed ingredients and essential vitamins and minerals.

It’s this philosophy that guides our innovation. For example, we recently launched Plenish Ginger Energy, a clean-label energy shot powered by natural caffeine and B vitamins, expanding functional benefits into a new space while staying true to our uncompromising standards.

What are your expectations for the industry?

Health and wellness is now mainstream, and consumer expectations are high. People not only want products that support their health goals, but also brands that speak their language - clearly, authentically, and without complexity. Consumers are looking for products that tick all the boxes by being

functional, with naturally sourced ingredients, while still tasting great. Delivering on all three isn’t easy, but it’s what Plenish does best.

With demand not slowing down, at Plenish we will continue to lead through purpose-driven innovation. We stay close to evolving consumer needs and focus on creating functional, great-tasting products for people investing in their long-term health. ●

About Plenish

Our founder, Kara, moved from New York to London in 2012. She loved her new home but there was one thing she really missed. After years of fighting off illness and fatigue, Kara had a break-through when a nutritionist transformed her diet with nutrient-rich, cold-pressed juices.

She simply couldn’t find in the UK, so she started making them in her kitchen using the finest organic produce she could find. First they were just for her, then for friends and eventually she started a website. Over a decade later, our juice shots & plant-based m*lks are now sold in thousands of stores across the UK.

While we’ve grown, our mission remains the same: **helping humans drink their way to wellness.**

Discover more here, [Why Plenish? – Plenish Drinks](#)

*Sources include, NIQ’s Global State of Health & Wellness report and Nielsen, Total Coverage, Britvic Defined Juice Shots, Value & Unit Sales, and Nielsen, Total Coverage, Juice Shots Category (as defined by Britvic) Value Sales Data, Nielsen, Total Coverage, Britvic Defined Juice Shots



FIT FOR PURPOSE: Why life cycle thinking must guide climate-smart beverage packaging decisions

For beverage brands today, packaging is more than a container - it is a direct expression of sustainability commitments. Whether you're a brewer, a soft drink producer, or a water bottler, the pressure to innovate responsibly has never been higher. Consumers are increasingly attentive to the environmental impact of every six-pack, multipack, or carry handle they take home, while regulators are tightening requirements across Europe. In this landscape, the question is not just what the packaging looks like, but what it does, and how much carbon footprint it leaves behind.

Written by **Gary Panknin**, Sustainability Officer and Supply Chain Manager, *PakTech*

Packaging study

Amid the undeniable concerns about plastics, a new perspective is emerging - one that challenges the simplistic idea that sustainability means eliminating plastic altogether. New research commissioned by PakTech highlights what packaging

professionals across Europe already know: The debate is no longer about "plastic versus other materials," but about making smarter, more responsible choices.

Surveying 500 packaging professionals across the UK, Germany, France, Spain, and Italy, the study reveals

a reality that too often gets lost in the headlines. More than 85% of respondents agree that plastic remains essential in many consumer-packaged goods (CPG) sectors. At the same time, 67% say their companies are setting sustainability goals to reduce plastic use or are

actively working to transition to more sustainable plastics. This tells us something critical: the path forward isn't "less plastic at any cost," but using the right kind of plastic in the right way.

Challenges for manufacturers

The research has been commissioned to gain deeper insight into the real-world challenges facing European manufacturers and co-packers. What emerges is that while companies are not eliminating plastic packaging entirely, they are actively seeking to move away from virgin and single-use plastics. The real sustainability challenge lies in helping brands overcome barriers to reducing their environmental footprint by using more recycled plastics, and making informed, data-driven material choices.

This is where the industry often faces challenges. Material debates in packaging get reduced to binaries – e.g. plastic vs. paper, plastic vs fibre – without considering the full environmental impact. Across Europe, perceptions differ: UK respondents are most likely to see recycled plastic as more sustainable than fibre (63%), followed by Spain (52%) and France (51%). Germany and Italy are the two markets with the most balanced views toward fibre, with a 47% vs 53% split in favour of it in both countries. Job functions influence opinions too, with marketing teams the most sceptical of recycled plastic.

Despite strong awareness of recycled materials such as High-Density Polyethylene (rHDPE) – with 80% of industry professionals familiar with its durability, density, and cost advantages – environmental concerns remain the biggest perceived barrier to its use in secondary multi-packing. But when perception collides with data, the picture changes.



More than 85% of respondents agree that plastic remains essential in many consumer-packaged goods (CPG) sectors

Environmental impacts

Life Cycle Assessments (LCAs) turn sustainability promises into hard numbers, showing which packaging choices truly cut carbon and close the loop. They give businesses a clear, evidence-based way to compare materials, so decisions aren't driven solely by perceptions or trends. This helps align corporate ESG commitments with on-the-ground choices, ensuring that every material swap or design change delivers real environmental impact. Consider PakTech's Life Cycle Assessment: In beverage packaging, rHDPE handles can significantly reduce the environmental impact compared to paperboard cartons or carriers. Among the formats analysed, rHDPE showed the lowest potential environmental impacts, with a carbon footprint of 0.022-0.034 kg CO₂-eq and a Global Warming Potential two to five times lower than paperboard alternatives. In addition, compared to the same amount of virgin plastic, the production of rHDPE handles uses 90% less energy, requires no petroleum, and avoids greenhouse gas emissions equivalent to removing over 1,600 cars from the road each year, or saving nearly 10 million litres of petrol annually.

Switching materials

Yet a gap persists between stated ambitions and real-world action. Two-thirds of companies surveyed tie their Environmental, Social, and Governance (ESG) goals to smarter

plastic use. However, the view on actual practices varies widely. The research reveals a striking split: nearly equal weight is given to switching from virgin plastics to fibre, from recycled plastics to fibre, and increasing the proportion of plastic secondary multi-packing that is recycled from previously used materials. Unsurprisingly, preferences also vary by function: sustainability and operations teams see greater value in boosting recycled plastic use, while marketing and procurement lean towards fibre. This may be due to the respective strengths, or perceptions, of each material: fibre is often seen as providing more flexibility for branding and messaging on packaging design. Recycled plastic, on the other hand, is often underestimated despite delivering superior performance while keeping the primary packaging visible and prominent. Less material wrapped around the product means less waste and a lower carbon footprint. As scrutiny continues to intensify over greenwashing and oversimplified claims, the argument is even stronger for brands to turn to Life Cycle Assessments as a clearer, more credible tool for making informed material choices.

Meeting regulatory requirements

With regulatory pressure increasing under the EU Packaging and Packaging Waste Regulation and

FEATURE

Climate smart packaging



consumer expectations rising rapidly, beverage packaging professionals are seeking materials that offer circularity, operational efficiency, and compliance. The takeaway is clear; not all plastics are created equal, and

when evaluated on performance, cost, and environmental impact, recycled plastic solutions can not only meet but often exceed expectations. The idea that sustainability is simply about using less plastic is giving way to a

more mature perspective: it's about using the right material for the job, and recycled secondary packaging materials, such as rHDPE, have a valuable role to play in meeting these demands. ●

About PakTech

PakTech is a global designer and manufacturer of sustainable secondary packaging solutions, specialising in injection-moulded multipack handles for the food, beverage and consumer goods industries. Driven by a vision to eliminate plastic waste from landfills, the company is committed to closing the loop on plastic. By using only recycled HDPE and ensuring all products are fully recyclable, PakTech's secondary packaging reduces the need for virgin plastic.

PakTech's high-quality, market-ready handles are engineered for strength, flexibility, and durability, offering a secure, user-friendly solution for multipack beverages. Where customisation is needed, PakTech delivers rapid turnaround times while upholding its strong commitment to quality and precision.

To complement its offer, PakTech also designs and manufactures automated applicators that optimise productivity at every stage of the packaging process. Built on principles of durability, simplicity and efficiency, PakTech's machines can meet any speed, degree of automation and line specification requirements needed by businesses.

Find out more [here](#)

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The second official forecast on Brazil's current orange crop has been released and confirms analysts' expectation for a slightly smaller crop than initially predicted. Meanwhile, the forecasts for apple production in the Northern Hemisphere suggest that Turkey's crop will be significantly cut back this year.

BRAZILIAN 2025/26 ORANGE CROP FORECAST ↓

Fundecitrus has released its second forecast on the 2024/25 orange crop for the São Paulo and West-Southwest Minas Gerais citrus belt in Brazil at 306.74 million boxes, 2.5% below the initial forecast in May of 314.60 million boxes, but significantly higher than the 230.90 million boxes harvested during the previous 2024/25 crop.

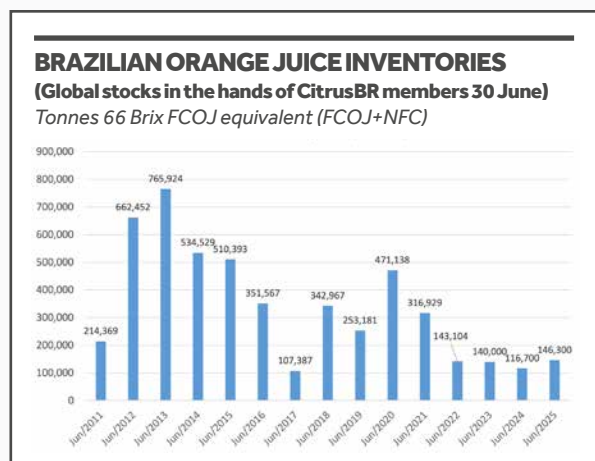
Lower rainfall and a higher fruit drop rate are cited as the main reasons for the reduction in the crop forecast. The number of oranges needed to fill a box remains at 305 fruits per box. The next update on the crop will be released by Fundecitrus on 10 December.

Fundecitrus

BRAZIL ORANGE JUICE INVENTORIES ↑

Global inventories of Brazilian orange juice held by CitrusBR members (FCOJ equivalent) amounted to 146 300 tonnes on 30 June 2025. This represents a 25.4% increase compared with the 116 700 tonnes recorded on 30 June 2024. Despite the recovery, current inventory levels remain among the lowest in historical records, reinforcing the global supply constraint scenario.

CitrusBR



NORTHERN HEMISPHERE APPLE CROP FORECASTS

million tonnes	2021	2022	2023	2024	2025	% diff. Y-O-Y
China	46	36	39.3	40.1	38.1	-5.0
USA	4.7	4.7	5.5	4.9	5	2.6
Poland	3.4	4.3	4	3.2	3.3	3.4
Turkey	4.4	4.5	4.8	4.4	2.7	-38.7
France	1.4	1.4	1.5	1.4	1.5	3.6
Ukraine	1.3	1.1	1.1	1.1	1	-7.6
Germany	1	1	0.9	0.9	1	14.7
Hungary	0.5	0.3	0.6	0.3	0.7	-51.5
Spain	0.6	0.4	0.5	0.5	0.5	-8.3
Moldova	0.7	0.4	0.4	0.4	0.3	-31.5
Total EU	12	11.9	11.5	10.5	10.5	-0.1

World Apple and Pear Association (WAPA) and Prognosfruit

CHILE STONE FRUIT PRODUCTION ↑

Chilean cherry production is expected to reach 730 000 tonnes in 2025/26, a 6.7% increase over output in 2024/25.

Commercial production of fresh peaches and nectarines is forecast at 205 000 tonnes in 2025/26, a 3.4% increase compared with 2024/25.

USDA

TURKEY STONE FRUIT PRODUCTION ↓

The USDA forecasts total cherry production at 400 000 tonnes, which is down around 60% from last year's production due to the severe frost which occurred in March and April 2025.

Peach and nectarine production in 2025/26 is expected to drop by 45% on the previous year to 649 000 MT.

USDA ●

Juice



Market



In the September 2025 edition...

ORANGE JUICE – Processors in Mexico are waiting for the earliest varieties to mature to start harvesting the 2025/26 orange crop.

APPLE JUICE – Heat waves in June and July in Poland were followed by more favourable weather in August, with rainfall across the orchards every week.

GRAPEFRUIT JUICE – The upcoming crop in Texas continues to develop well and appears stronger than last season.

GRAPE JUICE – Producers in Argentina say that stocks of grape juice concentrate are sufficient to meet demand until the next season begins there.

LEMON JUICE – The 2025 lemon crop in Argentina is now winding down.

PINEAPPLE JUICE – Growing conditions for the Thai Winter crop have been favourable recently with plenty of rainfall and sunshine.

MANGO JUICE – The current main mango crop in Mexico is now coming to a close. Heavy rains reportedly impacted the fruit quality over the past month.

PASSION FRUIT JUICE – Production increased during August in Ecuador and this peak period is expected to last throughout September.

JUICE DATA – Brazil: orange juice inventories • FCOJ futures • Brazil FCOJ price trend • Brazil: 2025/26 orange crop update • Northern hemisphere apple production forecasts • Grape juice concentrate price trend • Apple 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:

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

www.juicemarket.info

The Global Roadshow 2025

Final Stop in Jakarta, Indonesia



Indonesia Jakarta
Tuesday, 25 November 2025
Organized by



As the 2025 SGF–IFU Global Roadshow approaches its conclusion, we are pleased to announce that the final stop will take place in Jakarta, Indonesia. This event marks the culmination of a year-long journey across key global markets, with previous stops held in Melbourne, Australia, and Auckland, New Zealand, where industry professionals, researchers, and stakeholders came together to exchange expertise and foster innovation in the fruit juice sector.

In Jakarta, participants will have the opportunity to connect with local juice producers, suppliers, and research institutions, while engaging directly with SGF and IFU experts. The program will feature presentations, discussions, and networking opportunities designed to strengthen collaboration between international organizations and the rapidly growing Southeast Asian juice market.

Technical visit at PT Great Giant Pineapple

A highlight of the Jakarta stop will be a technical visit for sponsors, taking place on 26th November at [PT Great Giant Pineapple](#) (Lampung).

PT Great Giant Pineapple is recognised as the world's largest fully integrated pineapple plantation and processing facility, spanning more than 30,000 hectares.

This exclusive visit will allow participants to explore the plantation and facilities first-hand, gain insights into technological innovations, and take part in in-depth discussions on current challenges and opportunities in tropical fruit production.

A platform for knowledge and collaboration

The Global Juice Roadshow has always been designed as more than just a series of events: it is a platform where international speakers, buyers, and local industry professionals can meet to exchange knowledge, address sector challenges, and explore new opportunities.

By creating a forum that welcomes laboratory professionals, chemists, purchase managers, supply chain experts, marketers, and traders, the Roadshow fosters dialogue across the value chain and supports the growth of the global juice industry.

Sponsors play an important role in supporting this mission, ensuring that the Roadshow can continue to offer meaningful opportunities for exchange and cooperation. Limited sponsorship options remain available for the Jakarta stop, offering companies a chance to contribute to this collaborative effort while also gaining access to the exclusive technical visit at PT Great Giant Pineapple.

Together, SGF and IFU provide a trusted international platform for quality assurance, knowledge exchange, and professional networking across the fruit juice sector. ●

For further [information](#) and [sponsorship inquiries](#), please contact: stefania.moeri@ifu-fruitjuice.com

Webinar invitation: explore the AIJN Code of Practice

Online • Wednesday, 12 November 2025 • 09:00-11:00 CET

Following the success of our first session, we're pleased to announce a repeat edition of the AIJN Code of Practice (COP) Webinar,



Why join us?

This 2-hour session is ideal for professionals across the fruit juice industry who want to better understand the AIJN Code of Practice - a set of **29 voluntary guidelines** that **define quality and authenticity standards** for fruit and vegetable juices on the European market.

The COP is a critical tool for assessing juice authenticity, quality, and identity, taking into account natural variations such as region, climate, and seasonality. 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.

What you'll gain:

You will receive a clear and practical overview of the COP, including its structure, purpose, and latest updates. The

session will also provide expert insights on key topics such as sugar and water addition, fruit adulteration, and marketplace issues.

Finally, you'll have the opportunity to take part in a live Q&A session with the COP Expert Group.

Programme highlights:

- 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

Interested in joining? Please contact christina.charmpi@aijn.eu to register.

JUICE SUMMIT

THE LEADING GLOBAL CONFERENCE FOR THE FRUIT JUICE INDUSTRY SINCE 2013



JUICE SUMMIT 2025

powered by AIJN, IFU, SGF



1-2 OCTOBER 2025

BRUGES, BELGIUM

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

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Fruit Juice Focus is published bi-monthly online and is circulated to its associated publication Juice Market's unique database of industry contacts across the globe as well as Juice Market subscribers and selected industry associations. This database has been researched and developed over the past 15 years. With a readership of over 4000+ per issue, Fruit Juice Focus targets company directors, procurement managers, traders, producers, importers/exporters, investment bankers, bottlers, packers, retailers, ingredient suppliers, shipping brokers, as well as high level decision makers in multinational supermarkets, drinks companies and juice associations. To advertise in Fruit Juice Focus or to submit editorial please contact Stefan Worsley as below. The next issue will be the November/December 2025 edition due for publication mid-November 2025.

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