

# fruit juice

ISSUE 55 - JANUARY/FEBRUARY 2026

# FOCUS

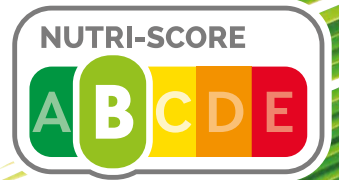


## NEW YEAR, NATURAL NUTRITION

**From orchard to bottle, a British juice journey**

ALSO IN THIS ISSUE • Organic cranberry • Juice for women's health • Crop round-up • News briefs

green coco<sup>europe</sup>



# coconut water

- » Coconut water is the fastest growing segment in the European juice market «
- » Natural hydration – with essential electrolytes and minerals «
- » Health, functionality and sustainability drive the future of juice «

Source: IFU,  
The Global Juice Market,  
June 2025



## coconut water adds taste – and value...

- > Enjoyed pure as a refreshing, healthy beverage.
- > Used as a natural ingredient in juice blends and functional applications.
- > Naturally rich in potassium & electrolytes for health and hydration.
- > Strongest growth driver in juice and functional beverages.
- > Unique innovation potential with NFC and world's first aseptic sterile 60 Brix concentrate.

From young and mature coconuts, available as: EU Organic, Fairtrade, Naturland, Conventional.

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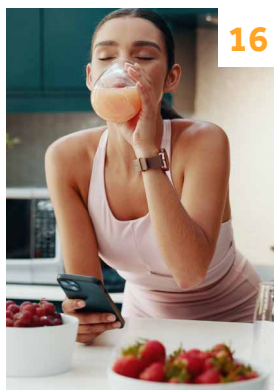
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### Happy New Year!

**Welcome to the January/February issue of *Fruit Juice Focus*.** This year consumers are requiring even more when it comes to searching for the perfect beverage. It's not just flavour and functionality, they are looking for added extras such as probiotics, adaptogens and prebiotics in their fruit drinks.

Technology is at the forefront with juices offering QR codes, with up to date, transparent ingredient lists and freshness indicators. Along with these developments, innovative boundaries are being pushed with consumers looking for sensory experiences and unique flavours.

Will this year be fruitier than ever?! We wish you a flavour filled 2026!

**Emma Preston**, Editor, *Fruit Juice Focus*

*If you have any comments or feature suggestions for future editions please contact me at [emma@fruitjuicefocus.com](mailto:emma@fruitjuicefocus.com)*

From the publishers of:



# From orchard to bottle: Biddenden's **craft juice** **journey**

**How 57 years of winemaking heritage shapes a premium British juice collection:** When your family has been perfecting the art of putting fruit behind glass for nearly six decades, you develop certain standards. At Biddenden Vineyards, Kent's original vineyard established in 1969, those standards apply equally whether we're crafting award-winning English wines, ciders, or our premium juice collection.

Written by **Tom Barnes**, General Manager, *Biddenden Vineyards*

**This year marks a significant milestone for our juice range. After two decades, we've unveiled a comprehensive rebrand that introduces three new British flavours alongside completely redesigned packaging. But while the bottles may look different, what's inside represents the same unwavering commitment to quality that has defined Biddenden since my grandparents first planted vines in Kent soil.**

## The rebrand

The rebranded collection features six distinctive juices, with apple serving as our golden thread throughout – a tribute to Kent's orchard heritage and our deep understanding of this quintessential English fruit. Three new additions showcase our expertise: Sparkling Apple, Strawberry & Mint; Sparkling Apple & Grape; and an evolved Apple & Pear that harmoniously pairs Kentish apples with orchard-ripe Kentish pears.

Two decades from our last packaging overhaul, we felt the time was right for

a comprehensive rebrand that brings a modern twist to our beloved juice collection while staying true to the quality our customers have trusted for years. But a rebrand is only as good as what's in the bottle. So let me take you through our process – from Kent orchards to your fridge – and explain how three generations of winemaking and cider-making expertise shapes every glass.

## The Kent connection: Sourcing our fruit

Everything starts in the orchard. For Biddenden, that means Kent orchards – and that's non-negotiable. Every bottle of our juice contains 100% Kentish fruit, supporting British growers and ensuring we capture the authentic taste of our region.

We work with three to four local growers across Kent – a mix of smaller family-run operations who can supply varieties that are harder to come by, and larger growers who deliver the consistent quantities we need to meet demand. Most of these relationships

have remained consistent over the last twenty years. In this business, relationships are everything.

## Refining flavours

Our apple varieties include Bramley, Cox, Russet, Gala, Braeburn, Worcester, Howgate, and Pink Lady® – though the actual blends remain a closely guarded family secret. We've spent years refining these profiles, understanding how different varieties contribute to the final flavour. For strawberries, we work with local Kent growers, and around Wimbledon there's an abundance of fruit, so we make the most of this, pressing and freezing the berries ready to incorporate into our blends later. Freezing is key – there's no flavour loss. For pears, we source directly from a particular grower, favouring Comice and Conference varieties.

All relationships are built on trust. The growers we work with generally supply supermarkets, so quality standards are already high. What's interesting is that juice fruit often comes from



wonky, too-small, or too-large fruit that supermarkets won't take. We're repurposing this fruit and adding value for the grower – fruit that might otherwise go to waste becomes something families enjoy at their dinner tables.

We hold SALSA certification as a business and have maintained this for several years. Most retailers ask for some form of validation, and SALSA meets our requirements for the size of our business. It lays out good procedures to work with and allows our contract customers to work with this accreditation too.

The decision to use only fresh Kentish fruit rather than concentrate isn't just about quality – though that's certainly part of it. It's about authenticity and traceability. For our estate-grown grapes in the new Sparkling Apple & Grape juice, we have complete control from vine to bottle. This integration of our winemaking and juice-making allows us to apply viticultural expertise to every stage.

Freezing is key – there's no flavour loss

### The pressing process: Wine and cider making meets juice making

Our winemaking and cider-making heritage profoundly influences how we approach juice production. The same attention to detail, the same understanding of fruit, the same commitment to capturing the pure essence of what we grow – it all applies.

We run a Voran double belt press, though we're rapidly outgrowing its capabilities. We press around six tons of fruit per hour for apples, around three tons per hour for pears, and around two tons per hour for soft fruit

like strawberries and raspberries. The double belt press allows us to take juice fractions similar to when pressing grapes for sparkling wine – this was a key requirement when sourcing this equipment. Taking those winemaking skills into the juicing environment has carved our own path in the juice world and separates us from other juice producers.

For grapes, we use a Vaslin Bucher press – the same process we use for our wines. It's very gentle, operating over a three-hour cycle. It works by processing whole bunch fruit and pressing gently against a bag in a cylinder – a completely different process to the apple processing equipment. Everything happens at Biddenden. We have full control of our process from sourcing to delivery.

All fruit arrives on site either through our transport partners or our own transport. Every piece is washed before entering the mill, arriving in bins ready for processing. As the bins are tipped into the pre-wash, a member



of the Biddenden team is on hand to remove anything that doesn't meet our requirements.

One aspect that sets our approach apart is that we never blend in concentrate or artificial ingredients. What you taste is pure pressed juice – nothing more, nothing less.

### **Crafting the new flavours: Development and blending**

Creating new juice flavours draws on similar skills to winemaking and cider-making – understanding how different fruits interact, balancing sweetness and acidity, building complexity and depth.

The new Sparkling Apple, Strawberry & Mint represents both innovation and inspiration from our existing product range. The flavour profile draws directly from our award-winning Biddies Strawberry Mint Cider – the winner of our 2024 Challenge Tom competition. This 4% medium cider, crafted from Kentish apples and strawberries infused with freshly picked local mint, has excelled in popularity since its launch. Bringing a non-alcoholic option of this flavour profile to market was a natural

**“** You're choosing fruit that might otherwise have gone to waste

progression, allowing the whole family to enjoy these sophisticated, quintessentially British flavours.

The Sparkling Apple & Grape showcases the unique advantage of being both a vineyard and a juice producer. Using our estate-grown English grapes alongside crisp apples creates an elegant sparkling option.

Our evolved Apple & Pear replaces the previous Pear Juice, and this change was strategic – designed to strengthen the collection's cohesion. By bringing apple into the core of this product, the entire range now utilises apple as a central flavour profile, creating that golden thread throughout our juice offering.

The pairing of Kentish apples with

orchard-ripe Kentish pears delivers a smoother, more rounded flavour that complements the wider collection beautifully.

### **Bottling and presentation: The final stage**

The journey from orchard to bottle culminates in our packaging – and this rebrand gave us the opportunity to ensure the outside finally matches what we've perfected inside.

The new bottle shapes are designed to be practical – the 1-litre format fits perfectly in fridge doors for family meals, while the 250ml bottles are ideal for individual enjoyment at restaurants, pubs, or picnics.

Working collaboratively with Kent designer Tom Boucher, we developed a design concept rooted in four key pillars. First, Heritage, Reputation & Relationships – celebrating our deep-rooted legacy, trusted reputation, and strong partnerships with local growers. Second, Provenance & Experience – emphasising the journey from field to glass and offering consumers a true taste of the Kent countryside. Third, Quality & Accessibility – balancing premium



quality with inclusive, crowd-pleasing juices. And finally, Innovation & Sustainability – honouring the full potential of fruit through inventive thinking, expert craft, and bold experimentation.

The new labels give subtle nods to our heritage and location. The front outline on each bottle showcases Kent's county borders – a quiet declaration of provenance. Our "Heart of the Garden" tagline appears on all bottles, alongside a motif depicting the Biddenden Maids – a pair of conjoined twins born in Biddenden in 1100, who are the visual identity of our village. These design details create an immediate connection to place and story, making it clear that these aren't just juices – they're Kent in a bottle.

### Supporting British producers and looking ahead

Every bottle of Biddenden juice supports British farmers, fruit growers and producers. In an era of global supply chains, we believe there's something valuable about products that taste of a specific place – in our case, Kent. When you choose Biddenden juice, you're supporting not just our family business, but the network of Kent growers we've worked with for decades. You're choosing fruit that might otherwise have gone to waste, simply because

it wasn't the "right" shape for a supermarket shelf. And you're choosing authenticity – real juice from real fruit, grown in real Kent orchards.

Launching this rebrand during Dry January feels particularly timely. The premium soft drinks and low/no alcohol markets are experiencing remarkable growth. Premium non-alcoholic options like sparkling waters, flavoured tonics, and mocktails are gaining popularity among health-conscious customers seeking sophistication, with more and more adults actively moderating their alcohol intake. The low and no-alcohol segment is particularly dynamic, and this shift reflects a lasting change in lifestyle choices rather than a temporary trend.

For Biddenden, our winemaking and cider-making heritage positions us perfectly to meet this demand. We understand how to create sophisticated, complex flavour profiles that offer genuine drinking experiences – not just sugary alternatives. We've spent decades learning how fruits interact, how to balance acidity and sweetness, how to capture freshness in a bottle. Those skills translate directly to creating juices that satisfy adult palates while remaining accessible enough for the whole family.

As we enter this new year at Biddenden, this rebrand represents both evolution

and continuity. The Barnes family's third generation is bringing fresh perspective while staying true to the principles my grandparents established in 1969: quality, provenance, and putting the very best of Kent into every bottle. The juices may look different now, but the commitment remains the same – capturing Kent's orchards in glass, one bottle at a time. ●

For more information visit [Biddenden Vineyards | Kent's Original Vineyard](#)

#### The rebranded collection:

- Apple Juice
- Sparkling Apple Juice
- Kentish Kiss Pink Apple Juice
- Sparkling Apple, Strawberry & Mint Juice (NEW)
- Sparkling Apple & Grape Juice (NEW)
- Apple & Pear Juice (NEW)

**Available in:** 1-litre and 250ml bottles

**Where to find:** Biddenden estate shop, [biddendenvineyards.com](#), and selected venues across Kent and the Southeast

**January offer:** Free delivery on all juice orders throughout January. On full cases only, including mixed pack tasting boxes.

# Latest juice industry news...

## USA

### Peterson Brands announces acquisition of county pure foods

Peterson Brands, LLC, a leading provider of high-quality fruit and vegetable beverages, part of the Peterson Farms Family of Companies, today announced the acquisition of Country Pure Foods, a leading U.S. producer of portioned and multi-serve juices, plant-based beverages, and frozen novelties. This acquisition strengthens Peterson Brands' position in key beverage categories and expands its presence across both retail and foodservice markets.

Headquartered in Akron, Ohio, Country Pure Foods operates multiple manufacturing facilities across the United States, including locations in Akron, OH; Howey-In-The-Hills, FL; Ellington, CT; and DeLand, FL. The company brings a broad portfolio of trusted brands—such as Ardmore Farms, SideKicks, VBlend, FUN!, VitaMost, and Glacier Valley—along with extensive private label and co-manufacturing capabilities. Country Pure Foods serves a diverse customer base in K-12 schools, healthcare, restaurants, and retail, providing beverage solutions that meet evolving nutritional and menu needs.

"We are excited to welcome Country Pure Foods into Peterson Brands," said Aaron Peterson, Chief Executive Officer of the Peterson Farms Family of Companies. "Country Pure Foods' product expertise, channel strength, and long-standing customer relationships make them a natural addition to our organization. Together, we will expand our ability to deliver high-quality, innovative beverage solutions to customers nationwide."

Peterson Brands, LLC operates within the broader Peterson Farms Family of Companies, headquartered in Shelby, Michigan, which also includes Peterson Farms Inc., Peterson Farms Fresh, Lakewood Organic, and Fresh Innovations California. Collectively, the family of companies serves retail, foodservice, K-12, and industrial markets across processed fruit, fresh-cut produce, branded beverages, organic juices, and functional nutrition.

The acquisition of Country Pure Foods meaningfully enhances Peterson Brands' manufacturing and distribution capabilities. During the initial integration period, day-to-day operations at Country Pure Foods will

continue without immediate changes. Both organizations will work together to ensure a smooth and thoughtful transition for employees, customers, and partners.

"This acquisition represents a long-term investment in people, capabilities, and innovation," added Peterson. "We look forward to combining the strengths of both companies to create new opportunities for the customers and communities we serve."

*petersonfarmsinc.com*

## SOUTH AMERICA

### Brazil: orange juice market update

Orange prices to the industry started 2025 at high levels (BRL88 per 40.8kg box), influenced by the limited supply and the firm demand for fruits. However, prices dropped in the following months. Inventories of orange juice with lower quality and the low demand for new orange batches from the industry led quotations offered by citrus growers to decrease in the second quarter of the year. Moreover, in May, Fundecitrus projected a higher crop in the citrus belt of São Paulo and Triângulo Mineiro, at 314.6 million boxes.

The high rate of fruit droppage has been in the spotlight since the beginning of the season. Fundecitrus indicated in December that the rate had reached 23% due to diseases such as the citrus greening and unfavourable weather conditions. Therefore, Fundecitrus reduced the production estimate for the 2025/26 season to 294.81 million boxes.

In addition to that, the sector faced months of uncertainties about the possible US tariff on orange juice imports from Brazil. However, in July, the US government decided to exempt Brazilian oranges from the extra tariff of 40%, and kept the tax at 10%, which was in effect until 10 November 2025. Currently, only the USD415/tonne tariff is in effect. In spite of that, the performance of exports in the beginning of the season (between July and November 2025) was still below that registered in the same period the season before.

In this scenario of a delayed crop and of contracts established later and at smaller volumes, the pressure on values was intensified in the last quarter of the year.

*Cepea*

**ASIA**

**Town in Isabela set to open juice processing plant**

The government of Isabela, Philippines is set to boost its fruit-processing sector with a P33-million juicing production project in Tumauni town.

The partnership between the Department of Trade and Industry, and the Department of Science and Technology, is set to be a high-speed facility capable of processing 1,000 litres of fruit juice every hour.

The Mayor of Tumauni, Venus Bautista explained, "the facility is expected to address persistent challenges in the fruit sector, including mango oversupply and postharvest losses experienced by farmers during peak harvest seasons."

The government hopes that a reliable and efficient processing facility will reduce waste, provide income

opportunities and improve the livelihood of farmers in the province.

The current mango processing facility in Barangay Arcon makes Tumauni town an ideal project site. The processing facility will use international-standard equipment.

The facility is set to convert surplus harvests into market-ready products, enabling Isabela to play a vital role in the fruit-processing value chain.

Bautista added, "This project is a testament to our commitment to supporting local farmers and empowering our communities," she said, adding that it is also expected to have a ripple effect on the local economy, creating jobs and stimulating economic growth.

"It will also provide opportunities for small-scale farmers to participate in the fruit-processing industry, increasing their income and improving their livelihood," she concluded.

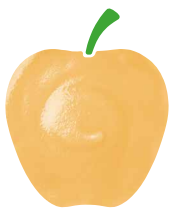
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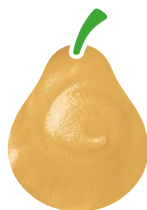
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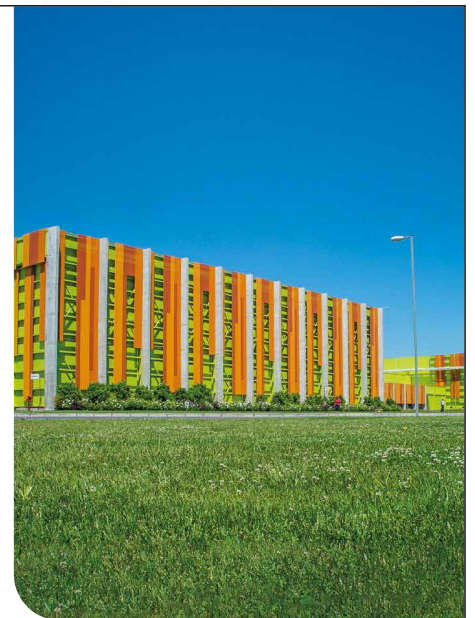


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## EUROPE

### **Tetra Pak launches world-first paper-based barrier for juice packaging with García Carrión and advances new packaging material development**

Tetra Pak, in collaboration with García Carrión, today unveiled the first-ever use of its paper-based barrier technology for juice packaging. This innovation in sustainable food packaging solutions marks a significant step towards reducing reliance on fossil-based materials, with the new packaging material now being rolled out across multiple markets.

Tetra Pak, together with leading Spanish beverage producer García Carrión, has launched the Tetra Brik® Aseptic 200 ml Slim Leaf carton featuring a paper-based barrier for juice, under the flagship Don Simón brand. This is the first juice portion pack globally to use the innovative barrier and the first such package available in Spain.

Made with up to 80% paper, the packaging reinforces its sustainability credentials. The combination of the paper-based barrier with plant-based polymers used in the packaging material coatings, pushes the renewable content to a remarkable 92%, while reducing the carbon footprint by 43% compared with an aseptic package that uses aluminium foil layer and fossil-based polymers, as verified by the Carbon Trust<sup>1</sup>.

"We are proud to lead the way in sustainable packaging for the juice category. For more than 135 years, García Carrión has been committed to responsible innovation and respect for the environment," said Don José García Carrión, President of García Carrión. "This innovation supports our mission to reduce environmental impact while offering high-quality products to our consumers", added Fala Corujo, Vice President of García Carrión.

For García Carrión, this packaging solution represents a new industrial application of its 360° Sustainability Strategy, recognised with the Factories of the Future Award 2024 for Excellence in Sustainability and Circular Economy.

Tatiana Liceti, Executive Vice President, Packaging Solutions at Tetra Pak commented: "This launch represents a significant step in our journey towards fully renewable and recyclable packaging. By working closely with our customers, we're proving that sustainable innovation can scale across markets and categories, while ensuring packaging retains its functionality and quality."

Tetra Pak's paper-based barrier is a breakthrough in aseptic carton design. It replaces the traditional aluminium foil layer with a renewable, paper-based barrier, promoting the shift from a fossil-based material to a low-carbon, renewable alternative and reducing package's carbon footprint. Together with other layers in the packaging, the paper-based barrier protects against oxygen, light, moisture and bacteria ensuring food safety is not compromised, and shelf life is comparable to packages with the aluminium foil layer. Aseptic cartons with a new paper-based barrier can be collected, sorted, and recycled where recycling infrastructure is in place, at scale. The new paper-based barrier is expected to deliver additional benefits downstream for recycling infrastructure efficiency. These include maximising the recovery of paper content from the recycling process of carton packages, while ensuring high-quality fibre and non-fibre fractions.

Tetra Pak's paper-based barrier technology is part of its broader ambition to create the world's most sustainable food package – one that is paper-based, made solely from responsibly sourced renewable or recycled materials, has the lowest possible carbon footprint and is fully recyclable<sup>2</sup>.

Tetra Pak's aseptic beverage carton with a paper-based barrier was launched in collaboration with a dairy company in Portugal in 2023. It was recognised as a groundbreaking innovation in sustainable packaging, receiving the "Resource Efficiency" award at the Sustainable Packaging News Awards 2024.

*Tetra Pak*

## USA

### **Alico Inc. closes USD26.8 million land sale**

Alico Inc. has announced the completion of a large grove sale representing approximately 2,950 acres and significant progress in its plans to generate cashflow from its agricultural assets, further advancing its strategic transformation from traditional citrus operations to a diversified land company.

The Company closed on the sale of a large citrus grove in Hendry County representing approximately 2,950 acres for USD26.8 million in gross proceeds, marking another milestone in its land monetization strategy. Combined with previously announced transactions completed in early fiscal year 2026, including the sale of 579 acres of citrus land for USD6.1 million in gross proceeds and the Company's office and shop facility in Frostproof for

USD1.7 million in gross proceeds, these transactions demonstrate continued execution of Alico's strategic repositioning and mark USD34.6 million in transactions in fiscal calendar year 2026.

Following the signing of new lease agreements this month, Alico has now achieved 97% utilization of its approximately 32,500 farmable agricultural acreage. The Company's land management programs now include fee-generating or revenue-sharing agreements with citrus growers, cattle operators, mining operators, sugarcane producers, and sod farming and leasing. These programs have created diversified revenue streams that reduce operational complexity while maintaining productive agricultural use of the land. Approximately 89% of Alico's approximately 46,000 total agricultural acres are now utilized.

"These land sales represent the successful continuation of our strategic transformation that began in fiscal year 2025, demonstrating our ability to unlock substantial value from our land portfolio," said John Kiernan, President and CEO of Alico. "Equally significant is our utilization of 97% of our farmable land, which continues to demonstrate our commitment to remain part of the Florida agricultural community. Last year we promised to optimize our land holdings for diversified agricultural operations, while pursuing certain land development plans. Those land development projects are each proceeding within our expectations.

With the agricultural revenue generation component of our strategic framework now substantially in place, combined with our recent land transactions and solid balance sheet, we believe that Alico is well

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positioned as we begin fiscal year 2026 with enhanced financial flexibility that enables us to focus resources and attention on advancing our high value strategic development opportunities.”

Total debt as of 30 September 2025, was USD85.5 million, compared to USD92.1 million at the end of fiscal year 2024. Debt levels as of 30 September 2025, less USD38.1 million of cash on hand, resulted in a net debt position of USD47.4 million at the end of fiscal year 2025, representing a significant improvement in the Company's financial flexibility.

The Company's strengthened balance sheet, combined with proceeds from land sales and agricultural leasing revenue, provides substantial liquidity to advance development projects while maintaining operational efficiency. In April 2025, the Alico Inc. Board of Directors authorized the buyback of up to USD50 million of Alico's common stock, with the program set to expire on 1 April 2028. As previously discussed, the Board of with Alico's long-standing commitment to shareholder value creation.

*Alico*

## ASIA

### Bhutan Agro transitions to aluminium cans for fruit juice packaging

Bhutan Agro Industries Limited (BAIL) are set to modernising their product packaging by replacing traditional tinplate cans with aluminium packaging for its fruit juice products. The significant step aligns with international packaging standards and is aimed at improving product quality and strengthening the company's presence in overseas markets.

According to the company, aluminium cans offer several advantages over tinplate. They are lighter, more durable and cool faster, making transportation easier and more cost-effective. The reduced weight also helps lower fuel consumption during transport, contributing to lower carbon emissions.

The new packaging, designed with consumers in mind, is lightweight, easy to open and convenient to handle. It also helps to preserve the freshness and flavour.

Sherab Namgay, Chief Executive Officer described the development as “a milestone for the company. He said the aluminium cans bring Bhutan Agro's products up to global standards in terms of quality, design and presentation, marking an important step in the company's growth.

In addition to the practicality and attractiveness of the new packaging, environmental benefits were also a key factor behind the decision. Aluminium can be recycled repeatedly without losing quality, making it a more sustainable packaging option with minimal environmental impact.

With the new packaging in place, the company is expanding its export footprint; currently supplying Bangladesh and India, and markets such as Siliguri and Guwahati, and more recently entering the Bodhgaya market. They are due to ship their first consignment to Australia, valued at nearly Nu 1 million, and plans are underway to enter the Thailand market.

The company believes the shift to the new packaging positions Bhutan Agro for stronger growth, greater market access and a more sustainable future in the competitive global beverage industry

*thebhutanlive.com*

## GLOBAL

### Red juice that 'unclogs arteries' helps prevent many heart issues

Research suggests pomegranate juice's powerful antioxidants may help reduce arterial plaque and support cardiovascular health.

Pomegranate juice, celebrated for its tart flavour and vibrant hue, is not only delicious but also brimming with health benefits due to its high antioxidant content.

These antioxidants may help shield 'bad' LDL cholesterol from further harm and potentially prevent plaque build-up. Excessive plaque in the arteries is worrisome as it constricts and hardens them, limiting blood flow and increasing the risk of severe health issues such as heart attacks and strokes.

Plaque can also rupture, leading to blood clots that obstruct blood flow. Scientists suggest that pomegranate could be one way to fight cardiovascular disease, alongside maintaining a healthy diet, weight, and lifestyle.

The fruit and its juice can help reduce oxidative stress, stimulate nitric oxide, and stop the oxidation of potentially harmful LDL (low-density lipoprotein) cholesterol.

Nitric oxide is beneficial for your body as it plays a crucial role in supporting a healthy cardiovascular system, regulating blood pressure, and improving

blood circulation to various organs and tissues. Meanwhile, stopping the oxidation of LDL cholesterol is advantageous because oxidised LDL can lead to inflammation and plaque accumulation in arteries.

According to Michael Aviram, Dsc, a biochemistry professor at the Technion-Israel Institute of Technology, the antioxidants found in pomegranates could help prevent the accumulation of plaque in arteries and even diminish existing deposits. His research indicates that these antioxidants are effective in combating oxidised cholesterol, which is responsible for arterial blockages.

Additional studies suggest that pomegranate juice can enhance blood circulation and prevent the hardening of arteries, both crucial factors in preventing heart disease. Preliminary studies indicate that regular intake of pomegranate juice could reduce LDL cholesterol levels.

Pomegranates are often hailed as beneficial for heart health, although the National Institutes of Health







emphasises that research into the fruit is still in its infancy. The antioxidants in pomegranates may help reduce inflammation, which is beneficial for arterial health.

One particular study observed significant reductions in arterial plaque among participants who consumed pomegranate juice over several months. The findings revealed that those who drank pomegranate juice experienced up to a 30 per cent reduction in carotid artery thickness, compared with a nine per cent increase in the control group.

The research team revealed: "Systolic blood pressure was reduced after one year of pomegranate juice consumption by 12 per cent and was not further reduced along three years of [...] consumption". They added: "These effects could be related to the potent antioxidant characteristics of pomegranate juice polyphenols."

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# Citrusvil's journey towards decarbonization:

## The challenge that redefines the future of lemon juice

The citrus industry faces an unavoidable challenge: reducing its environmental impact. Such challenge involves innovating to transform processes and thus cooperating to ensure a sustainable future.

**Decarbonization is not just a trend: it is a prerequisite for the lemon juice industry to be resilient and competitive in a global market that demands responsible processes.**

In this context, Citrusvil presented the progress made in its decarbonization plan, with its goal of net zero emissions by 2050, validated by the Science Based Targets initiative (SBTi).

Likewise, [the approval of near- and long-term climate goals](#) demonstrates that Citrusvil operates in accordance with international

benchmark standards for greenhouse gas (GHG) emissions mitigation.

"The climate crisis is a global priority. At Citrusvil, we are convinced that acting on this challenge is not optional but an essential part of our management as an agro-industrial company. Today, by having our goals validated by the SBTi, we are taking a key step in line with scientific recommendations to limit global warming to 1.5 °C, as established by the Paris Agreement," explained Agustina Lucci, Sustainability Manager at Citrusvil.

### **Citrusvil's commitments**

#### ***Near-term targets***

By 2035, Citrusvil is committed to reducing absolute scope 1 and 2 greenhouse gas (GHG) emissions by 63.0% and scope 3 emissions by 37.5% compared to 2023. In addition, the company will reduce its scope 1 and 3 FLAG (Forest, Land and Agriculture) emissions by 45.5% and maintain its no deforestation policy.

The SBTi validation for near-term targets confirms that Citrusvil complies with the highest



(left) Citrusvil's Don Vicente Orchard; (above left) Citrusvil's High-Efficiency Boiler at Plant A, Tucumán, Argentina; (above right) Citrusvil's sustainable juice

international standards for reducing greenhouse gas (GHG) emissions.

**Long-term targets**

With regard to 2050, Citrusvil is committed to a 90% reduction in absolute scope 1, 2, and 3 GHG emissions compared to 2023, thus reaffirming its commitment to climate change mitigation.

Citrusvil is also committed to reducing absolute scope 1 and 3 FLAG GHG emissions by 72.0% by 2050 compared to the base year 2023.

"Our vision is to lead a truly sustainable citrus production and actively contribute to global action to fight climate change, building a more balanced and resilient future for everyone. This validation shows that our goals are measurable, science-based, and reflect a real commitment to the decarbonization journey," said Martin Carignani, Citrusvil CEO.

**What is the Science Based Targets initiative?**

The Science Based Targets initiative (SBTi) is a corporate climate action organization that enables companies

and financial institutions worldwide to play their part in combating the climate crisis. Find out more [here](#).

**Collective action to transform the industry**

**Sustainable Juice Covenant**

The signing parties to the Sustainable Juice Covenant (SJC) seek to drive sustainable change and improve juice supply chains around the world.

Citrusvil is aligned with the commitment to achieve 100% sustainable supply of juices, purées, and concentrates by 2030. Citrusvil's participation in this agreement reflects a clear conviction: the future of the juice industry depends on

**About Citrusvil**

Founded in the 1970s, in Argentina, Citrusvil is a leading company in the global market, engaged in the production and industrialization of lemons and their by-products.

The company produces and processes lemon-based products with a strong commitment to sustainability, innovation, and regional development in Argentina.

**|| The climate crisis is a global priority**

collective action, transparency, and verifiable commitments.

By means of concrete actions and clear objectives, Citrusvil continues to strengthen its leadership and add value to the entire juice chain, reaffirming that sustainability is a central pillar of its identity and global projection. ●

## FEATURE

Women's health juicing



# Women's health: Juicing vs blending for perimenopause

## What actually works for hormone balance, weight gain and natural relief

Perimenopause is one of the most transformative stages in a woman's life - and for many, one of the most confusing. Hormones rise and fall unpredictably, symptoms can appear seemingly overnight, and despite eating well or exercising regularly, the body suddenly begins to respond differently.

Written by **Evie Kevish**, *Holistic Health Practitioner*

**Women in their 40s and 50s often search for natural remedies for perimenopause, and one of the most common questions that arises is whether juicing or blending is better during this stage of life.**

As a certified juice therapist and holistic health practitioner who has helped hundreds of women, here's the truth: juicing and blending both offer benefits, but they work very differently inside the body. When it comes to symptoms such as inflammation, low energy, weight gain, bloating, mood changes, hot flashes, insomnia, and

hormone imbalance, juicing often provides deeper and faster relief.

In this article, I'll break everything down step by step so you can decide what works best for your body.

### **What is perimenopause really doing to your body?**

Before comparing juicing versus blending, it's important to understand what is happening inside the body during perimenopause. Estrogen levels become inconsistent, while progesterone steadily declines. At

the same time, cortisol levels often increase, particularly in response to stress, poor sleep, or chronic inflammation. Insulin sensitivity changes, making weight loss more difficult, digestion slows, and the liver becomes increasingly burdened by the task of metabolising hormones.

This internal shift leads to a wide range of symptoms, including weight gain - particularly around the abdomen - bloating, fatigue, brain fog, hot flashes, joint pain, irritability, anxiety, water retention, acne, and a noticeably slower metabolism.

Because hormones and metabolism become far more sensitive during perimenopause, the foods you eat have a much greater impact on how your body functions. This is why both juicing and blending can be powerful tools during this phase, but they do not work in the same way.

### Juicing for perimenopause: Why it can be a game-changer

Juicing removes the fibre from fruits and vegetables and delivers vitamins, minerals, enzymes, and phytonutrients in a highly concentrated, easily absorbable liquid form. Juicing gives your body nutrition that requires zero effort to break down. During perimenopause, digestion naturally slows. Juicing provides nutrition that requires very little digestive effort, allowing the body to absorb nutrients almost immediately. This rapid absorption gives the body the opportunity to reduce inflammation, support hormone balance, increase energy levels, improve gut health, and enhance liver detoxification, all without placing additional stress on the digestive system.

Juicing also plays a powerful role in regulating cortisol, the body's primary

stress hormone. Elevated cortisol makes fat loss extremely difficult during perimenopause. Fresh juice, particularly green juice, helps calm the nervous system, lower stress levels, stabilise blood sugar, improve mood, and reduce the accumulation of stress-related belly fat.

Another key benefit of juicing is its ability to support estrogen detoxification. The liver is responsible for clearing old estrogen from the body, and when it becomes overburdened, hormonal symptoms intensify. Juicing supplies essential nutrients such as chlorophyll, vitamin C, potassium, magnesium, and antioxidants, all of which support optimal liver function. When the liver works more efficiently, hormones stabilise more quickly.

Inflammation is another major driver of perimenopausal symptoms. As inflammatory pathways become more active during this stage of life, fresh juice delivers a high concentration of anti-inflammatory nutrients directly to the cells within minutes.

Fresh juice saturates your body with anti-inflammatory nutrients in minutes.

“ Juicing gives your body nutrition that requires zero effort to break down

When hormones begin to calm and digestion is given a break, the body becomes more metabolically efficient. Many women find that regular juicing leads to less bloating, fewer cravings, better sleep, more stable moods, and gradual, sustainable fat loss during perimenopause.

### Blending for perimenopause: The benefits

Blending, or making smoothies, involves consuming the entire fruit or vegetable, including the fibre. This creates a thicker, more filling meal that digests more slowly.

Because fibre slows digestion, smoothies help promote fullness and sustained energy. They are particularly useful at breakfast, for maintaining stable blood sugar levels, reducing cravings, and supporting long-term gut health.

Smoothies also provide an easy way to include nutrients that are essential for muscle maintenance and metabolic health during perimenopause. Ingredients such as protein powder, hemp seeds, chia seeds, flaxseed, nut butters, and collagen can all be added to support strength, satiety, and healthy weight management.

In addition, the fibre in smoothies supports regular bowel movements,

### Three juice recipes

#### 1 Cortisol-calming green juice

**Ingredients:** 1 cucumber, 2 celery stalks, and 1 green apple.

**Benefits:** This juice deeply hydrates the cells, helps reduce stress hormones, and stabilises blood sugar, making it ideal for daily perimenopause support.

#### 2 Estrogen detox pineapple cleanser

**Ingredients:** 1 cup pineapple, 1 cucumber, and 1 pinch of ginger.

**Benefits:** This combination supports liver detoxification, reduces bloating, and helps the body clear excess estrogen.

#### 3 Inflammation cooling citrus glow

**Ingredients:** 2 oranges, 1 carrot, and 1 pinch of turmeric root bell end.

**Benefits:** Rich in antioxidants, this juice supports skin health, reduces joint pain, and calms inflammation throughout the body.



Fresh juice saturates your body with anti-inflammatory nutrients in minutes

which plays a crucial role in hormone elimination and overall digestive balance.

Juicing works faster for perimenopause symptoms - Smoothies are nourishing and supportive, but juicing is more therapeutic.

Juicing works quickly because it floods cells with nutrients, reduces inflammation, supports liver function, lowers cortisol levels, stabilises hormones, boosts energy within minutes, and allows the digestive system to rest. For this reason, juicing is often considered one of the most effective natural remedies for perimenopause.

That said, women don't need to choose one method exclusively. Most thrive when they use both—juicing for healing and blending for balanced, nourishing meals.

### Juicing vs blending: Which is better for these common perimenopause symptoms?

Hot flashes tend to respond best to juicing, as fresh juice deeply hydrates the body and helps cool the system from the inside out. Bloating often improves with both approaches; juicing helps reset digestion, while smoothies provide fibre that supports gut health. Weight gain responds more effectively to juicing because

of its ability to lower cortisol and reduce inflammation. Insomnia often improves with juicing, particularly when magnesium-rich ingredients are included to calm the nervous system. Brain fog benefits from both methods, as smoothies help stabilise blood sugar while juices deliver immediate nourishment to the brain. Inflammation responds most strongly to juicing, especially green juices that are naturally rich in anti-inflammatory compounds. ●

#### About Evie Kevish, Holistic Health Practitioner

Evie Kevish is a holistic health practitioner and wellness mentor. She works directly with clients, offering personalized juicing plans tailored to their needs and goals. Evie emphasizes the importance of healthy lifestyle choices in promoting good mental health. By embracing juice therapy, you can unlock your body's natural healing power and take control of your overall wellness journey.

For more information visit: [www.eviekevish.com](http://www.eviekevish.com)



SJC members have committed to the target of 100% sustainable sourcing by 2030



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## FCOJ and FCOJ futures market



Orange Juice futures have been weaker as the US harvest progresses and crop production ideas remain solid. The daily and weekly charts show that futures are still in down trends. There is a chance that futures could move back to previous lows near 100 cents per pound last seen in 2020. *Jack Scoville reports.*

**The USDA reports showed that US production at 54.8 million boxes and Florida production at 12.0 million boxes. Both estimates are unchanged from previous reports.**

US weather has been good for the crops in Florida this year. It is now mostly dry in the state, but this is normal. Irrigation will be used to keep the trees in good condition. Crops in Texas and Mexico are reported to be in mostly good condition. 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

featuring scattered showers and warm temperatures 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. 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. The market is looking at somewhat lower prices over time as the market adjusts to the increased availability of juice. ●

### 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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# Health benefits of organic cranberry juice

Organic cranberry juice 'not from concentrate' is the purest form of cranberry juice - closest to fresh berries - and delivers maximum nutritional benefit without additives. Understanding the reasons that make this type of juice special can help you make the healthiest choice for your daily wellness routine.

Written by **The Editorial Team**, *The London Juice Company*

**Organic cranberry juice 'not from concentrate' offers superior nutrition, authentic taste, with no pesticides or artificial ingredients. In this comprehensive guide, we'll explain the difference between juice types, explore the science-backed health benefits, and show you practical ways to incorporate it into your daily routine.**

## What does 'not from concentrate' actually mean?

The term not from concentrate (NFC) refers to juice that is pressed directly from fresh fruit and bottled with minimal processing, which plays an important role in preserving nutritional quality. Unlike concentrate-based juices, which are boiled down into a syrup and later reconstituted with water, NFC juices retain more natural vitamins and antioxidants through gentler processing, offer a fresher and more authentic taste that reflects the actual fruit, avoid unnecessary heating and processing steps that can degrade sensitive nutrients, and contain no added water to dilute the natural fruit content. For cranberries, which are naturally tart

and nutrient-dense, NFC juice delivers the true fruit flavour without relying on added sugars or artificial flavours to compensate for processing effects.

## Why choose organic cranberry juice?

Going organic isn't just about a label - it ensures quality and purity throughout the entire production process, delivering both environmental and health benefits. Organic cranberries are grown without pesticides or synthetic fertilisers, using sustainable farming practices that protect both the environment and your health; in contrast, conventional cranberry farming can involve multiple pesticide applications that may leave residues in the final juice. Organic

certification also prohibits artificial preservatives and colourings, meaning you're drinking pure fruit without unnecessary chemicals. In addition, many organic juice producers prioritise higher nutrient retention by using cold-pressing methods and bottling in glass, which helps preserve delicate antioxidants and vitamins that can be lost through heat processing. Sustainable farming practices further enhance the benefits, as organic cranberry bogs support biodiversity and protect water sources from chemical runoff. When you choose organic cranberry juice not from concentrate, you're combining the best of both worlds: clean, sustainable farming practices and fresher, minimally processed juice that retains maximum nutrition.



Going organic isn't just about a label – it ensures quality and purity throughout the entire production process



## Health benefits

### **Supports urinary tract health:**

Cranberries contain unique compounds called proanthocyanidins (PACs) that have been extensively studied for their ability to support urinary tract health. These compounds work by preventing harmful bacteria from adhering to the bladder walls, potentially reducing the risk of urinary tract infections (UTIs).

Research suggests that regular consumption of cranberry juice containing sufficient PACs may help reduce UTI recurrence, though it should complement rather than replace medical treatment when infections occur.

### **Rich in powerful antioxidants:**

Organic cranberry juice is packed with antioxidants, including vitamin

C, which is essential for immune function and collagen production; quercetin, a flavonoid known for its anti-inflammatory properties; anthocyanins, the compounds responsible for cranberries' rich red colour that also provide cellular protection; and vitamin E, which supports skin health and helps protect against oxidative damage. Together, these antioxidants help protect cells from oxidative stress caused by free radicals, supporting overall wellness and potentially reducing the risk of chronic diseases.

**Heart health support:** Multiple studies have examined cranberry juice's effects on cardiovascular health, with findings suggesting potential benefits such as improved HDL (good) cholesterol levels, reduced oxidative stress on blood vessels, better arterial

## Essential label elements

- ✓ **Organic certification:** Look for Soil Association (UK) or EU organic logos confirming pesticide-free farming
- ✓ **"Not from concentrate" or "NFC":** Indicates juice made directly from fresh cranberries without reconstitution
- ✓ **"100% juice" or "No added sugar":** Ensures you're getting pure cranberry without sweeteners
- ✓ **Ingredients list:** Should be extremely short—ideally just "organic cranberry juice"
- ✓ **Glass packaging:** Glass bottles preserve freshness better than plastic and avoid potential chemical leaching
- ✓ **PAC content (if listed):** Look for at least 36mg of proanthocyanidins per serving for urinary tract benefits
- ✗ **Red flags to avoid**  
"Cranberry juice cocktail" or "drink" (typically <30% actual juice). Added sugars, corn syrup, or artificial sweeteners. "Made with concentrate" or "from concentrate." Artificial colours or flavours. Long ingredient lists with unfamiliar chemicals.

flexibility and function, and lower inflammation markers associated with heart disease. While cranberry juice shows promise for heart health, it is most effective as part of a balanced diet and healthy lifestyle rather than as a standalone treatment.

**Immune system boost:** With its high vitamin C content - one serving can provide a significant portion of your daily requirement - cranberry juice strengthens immune defence, particularly during colder months when seasonal illnesses are common. The combination of vitamin C,

## FEATURE

Organic cranberry juice



Choosing organic cranberry juice not from concentrate means opting for purity, maximum nutrition, and authentic taste

antioxidants, and phytonutrients creates a synergistic effect that supports the body's natural defence mechanisms.

### **Natural detox and digestion aid:**

The natural tartness of cranberry juice stimulates digestive enzyme production, supporting better nutrient absorption. The juice also promotes hydration and may support kidney function through its natural diuretic effect, making it a popular addition to detox and cleanse routines.

### **Superfruit**

Choosing organic cranberry juice not from concentrate means opting for purity, maximum nutrition, and

authentic taste. This premium juice option delivers powerful antioxidants, supports urinary and heart health, boosts immunity, and provides versatile culinary applications - all without pesticides, artificial additives, or unnecessary processing. While the tartness takes some adjustment, the

health benefits of pure, unsweetened organic cranberry juice make it a worthwhile addition to your wellness routine. Whether consumed as a daily health shot, blended into smoothies, or used in cooking, this superfruit juice deserves a place in every health-conscious kitchen. ●

### **About The London Juice Company**

The London Juice Company team brings together years of expertise in the juice and beverage industry, combining a passion for flavour with global distribution knowledge. Our content is designed to support both juice lovers and business owners with practical insights, flavour ideas, and industry trends. We're committed to sharing our love of great-tasting juices and helping readers discover enjoyable options all year round.

For more information visit: <https://londonjuicecompany.com>

# Juice



# Market



## In the January 2026 edition...

**ORANGE JUICE** – Fundecitrus has released a forecast on the current 2025/26 crop in Brazil, adjusting the figure to 294.81 million boxes, from the previous forecast of 306.74 million boxes.

**APPLE JUICE** – The 2025/26 season in China has wound up – fruit pricing fluctuated during the crop making it difficult for the factories to manage procurement.

**GRAPEFRUIT JUICE** – The 2025/26 grapefruit season in Texas is in full swing and deliveries to the factories continues to rise.

**GRAPE JUICE** – Growing conditions have been fine for the forthcoming crop in Argentina and there has been no frost damage so far.

**LEMON JUICE** – Supplies on the lemon juice market remain tight due to lower-than-expected output from Argentina.

**PINEAPPLE JUICE** – The 2025/26 Winter crop in Thailand is progressing well and there is ample fruit available.

**MANGO JUICE** – Producers in Colombia say the Winter campaign looks stable and harvesting conditions are ideal.

**PASSION FRUIT JUICE** – Supplies out of Vietnam are tight and traders say that many producers have pulled out of the market for the moment.

**JUICE DATA** – Brazil: orange juice market update • FCOJ futures • Brazil FCOJ price trend • Global apple production 2025/26 • Apple juice concentrate price trend • Grape juice concentrate price trend • Lemon juice concentrate price trend • Pineapple juice concentrate price trend • Mango juice price trend

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

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

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[www.juicemarket.info](http://www.juicemarket.info)

While projections for Brazil's current 2025/26 orange crop have been lowered recently, sustained high pricing on the global market has dampened buyers appetite for orange juice and this is reflected in softer pricing on both the FCOJ futures market and for Brazilian FCOJ offers to Europe – Brazil's main market.

## BRAZIL – ORANGE PRODUCTION

Fundecitrus released a new forecast on the current 2025/26 crop in Brazil, adjusting the figure down to 294.81 million boxes, from the previous forecast of 306.74 million boxes. Another update from Fundecitrus is expected on 10 February, followed by a final report on the crop on 10 April.

*Fundecitrus*

## FLORIDA – ORANGE PRODUCTION

The first official forecast on Florida's 2023/24 orange crop was released by the USDA in January. The forecast is usually released in October, but there has been a lack of US Government funding until now.

The total crop is expected to reach just 12.0 million boxes, down 2% from last season's final production. The estimated number of bearing trees for all oranges this season is 20.7 million – down from 30.3 million last season.

The non-Valencia forecast of 4.50 million boxes is 2% lower than last season's production. The estimated number of bearing trees (including Navels) is 6.71 million, down 23% from the previous season. The estimated fruit per tree for early and mid-season oranges is 408 pieces, an increase of 27 pieces from last season. Final fruit size is smaller than average, requiring an estimated 319 pieces of fruit to fill a 90lb box. Final droppage of non-Valencia oranges (excluding Navels) at 40% is above average.

The Valencia forecast of 7.50 million boxes is 1% lower than last season's production. The estimated number of bearing trees is 14.0 million, down 18% from the previous season. The estimated fruit per tree is 288, an increase of 52 pieces from last season. Projected fruit size is below average, requiring an estimated 256 pieces of fruit to fill a 90lb box. Projected final droppage is above average at 40%.

*USDA*

## BRAZIL ORANGE JUICE PRODUCTION

Brazilian FCOJ (66 brix equivalent) production for 2025/26 is expected to reach at 1.03 million tonnes, an increase of 1.86% from the previous year. FCOJ consumption in Brazil is projected at 58 700 tonnes, against 58 000 tonnes in 2024/25. Brazilian FCOJ exports for 2025/26 are projected at 973 276 tonnes, an increase of 2.0% against the previous year.

### BRAZIL ORANGE JUICE (65 brix equivalent) Tonnes

Season	2023/24	2024/25	2025/26
<b>Beginning stocks</b>	8 170	4 900	5 900
<b>Production</b>	828 755	1 012 840	1 032 076
<b>Exports</b>	777 025	953 840	973 276
<b>Dom. consumption</b>	55 000	58 000	58 700
<b>Ending stocks</b>	4 900	5 900	6 000
<b>Total distribution</b>	<b>836 925</b>	<b>1 017 740</b>	<b>1 037 976</b>

### Stocks

FCOJ equivalent ending stocks for 2025/26 are expected to increase to 6 000 tonnes, from 5 900 tonnes the previous year. Stock figures only include inventory in storage tanks at orange juice facilities (processing plants and port terminals) in Brazil.

Global stocks of Brazilian orange juice compiled by CitrusBR rose 25.4% in June 2025 compared with the previous year, reaching 146 300 tonnes of FCOJ. Despite this increase, stocks remain among the lowest in historical records, reflecting restricted supply and continued pressure on the international market.

*USDA*

**MEXICO ORANGE AND ORANGE JUICE PRODUCTION** ↓

Despite a moderate increase in planted area, the USDA forecasts that orange production in Mexico in 2025/26 will decrease 2.8% from the previous year to 4.7 million tonnes due to adverse weather.

For 2025/26, the USDA's production forecast for frozen concentrated orange juice (FCOJ) is 85 000 tonnes, down 2% from 2024/25.

Mexico's domestic consumption of FCOJ in 2025/26 is forecast at 5 600 tonnes, 15% lower than 2024/25 due to diminished supply and the juice industry's primary orientation toward export markets.

Mexico's orange juice/concentrate industry focuses almost entirely on export markets. Some of that product returns to Mexico as finished/packed product.

Mexico's FCOJ export forecast for 2025/26 is 81 000 tonnes, down slightly from 2024/25 due to lower available supply of fresh oranges for juicing.

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**EUROPEAN UNION ORANGE AND ORANGE JUICE PRODUCTION** ↓

EU orange production in 2025/26 is projected to reach 5.6 million tonnes – down from the 5.9 million tonnes the previous year. EU orange juice production in 2025/26 is projected at 58 142 tonnes, down from the 62 018 tonnes in 2024/25.

The lower availability of oranges in Spain in 2025/26 compared with the previous season is expected to result in reduced volumes devoted to processing. Hence EU

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orange juice production is expected to be down from previous season levels.

In Italy, most oranges are consumed fresh. In 2025/26, the volume of oranges directed to processing is expected to remain stable.

In 2025/26, EU orange juice import levels are expected to increase to 360 000 tonnes compared with 349 653 100 tonnes the previous season. Egypt is the EU's second largest supplier of orange juice after Brazil, which accounts for over 85% of the EU's import market.

In 2025/26, EU orange juice exports are expected to marginally decline to 114 000 tonnes, from 114 934 tonnes the year before. The United Kingdom remains by far the largest destination of EU orange juice, accounting for over half of the EU's exports.

Orange juice consumption in the EU in 2025/26 is expected to increase to 304 142 tonnes, from 296 737 tonnes in 2024/25.

*Note: Not official USDA data.*

*Sources: Trade for 2023/24 and 2024/25: Trade Data Monitor, LLC (TDM). All other: FAS EU posts.*

## SOUTH AFRICA - ORANGE PRODUCTION

South Africa's orange production in 2025/26 is forecast to increase to 1.86 million tonnes, from 1.84 million tonnes the year before. However, only 367 000 tonnes are earmarked for processing, against 402 000 tonnes in 2024/25.

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## AUSTRALIA - ORANGE PRODUCTION

Australia's orange production in 2025/26 is forecast to increase to 590 000 tonnes, from 580 000 tonnes the year before. Of which, 225 000 tonnes are destined for processing, compared with 205 000 tonnes in 2024/25.

USDA

## NORTHERN HEMISPHERE CITRUS

The World Citrus Organisation (WCO) has released its annual Northern Hemisphere Citrus Forecast for the upcoming citrus season (2025-26). The Forecast, based

on data from Egypt, Greece, Israel, Italy, Morocco, Spain, Tunisia, Turkey, the United States, and Portugal, shows that citrus production is expected to decrease by 1.51% compared to the 2024-2025 season, with a total of 27,397,239 tonnes, which is also a 5.13% decrease from the average of the previous four seasons.

Looking at the country-specific figures for the largest producers in the EU, Spain's citrus production is projected to decrease by 9.72% compared to the previous season, to a total of 5.59 million tonnes (-11.20% lower than the previous four seasons). The second-largest EU producer, Italy, also foresees a decrease in its volumes (-6.12%, 3 million tonnes in total), with Greece (1.23 million tonnes) also reducing its production by 1.58%. Portugal, contributing to the forecast for the second year, expects a 14.20% increase (0.38 million tonnes).

Looking at the main non-EU countries in the Mediterranean, Egypt expects a 13.85% growth to become the largest producer with 4.95 million tonnes. Turkey, on the other hand, foresees a stark decline in 2025-2026 compared to both last year (-10.83%) and the average of the last four seasons (-15.31%), with 4.42 million tonnes. The situation in Morocco should remain stable at 2.09 million tonnes. Regarding the smaller non-EU Mediterranean producers, Israel reports the largest increase (+24.12%, 0.53 million tonnes in total), while the estimates for Tunisia are 3% lower than last season (0.37 million tonnes).

Looking at the production by category, oranges (representing 51% of the total volumes) are set to decrease by 2.16% to a total of 13.86 million tonnes. Soft citrus production should increase by 5.91% (8.51 million tonnes in total), while lemons are expected to experience a 12.38% reduction (4.23 million tonnes). Finally, grapefruit production is predicted to increase slightly to 0.79 million tonnes (+1.17% compared to 2024-2025).

In April, the WCO will release the 2026 production and export forecast for the Southern Hemisphere.

## GLOBAL APPLE PRODUCTION

Global fresh apple production in 2025/26 is forecast to fall 5% to 81.7 million tonnes as smaller crops in China and Turkey more than offset increased production in the United States. If realized, this would be the lowest level in five years.

USDA

## CHINA – APPLE PRODUCTION

China production in 2025/26 is forecast down 2.3 million tonnes to 47.0 million tonnes on reduced acreage and unfavourable weather conditions in the top two producing regions.

USDA

## EU - APPLE PRODUCTION

European Union commercial apple production in 2025/26 is forecast at 10.7 million tonnes, a marginal increase of 0.3% compared with the previous year.

USDA

## TURKEY - APPLE PRODUCTION

Turkey production in 2025/26 is forecast to drop by 60% to 1.8 million tonnes, the lowest level in five years.

USDA

## SOUTH AFRICA - APPLE PRODUCTION

South Africa's apple production in 2025/26 is forecast to increase to 1.38 million tonnes, from 1.35 million tonnes the year before.

USDA

## ARGENTINA - APPLE PRODUCTION

Argentina's apple production in 2025/26 is projected to edge up to 528 000 tonnes, from 525 000 tonnes the year before.

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## NEW ZEALAND - APPLE PRODUCTION

New Zealand's apple production in 2025/26 is forecast to increase to 568 000 tonnes, from 558 000 tonnes the year before.

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# AIJN Sustainability Strategy: a common direction for a sustainable juice and nectar sector

At AIJN, the European Fruit Juice and Nectar Association, two priorities guide our actions: Promoting healthy lifestyles and advancing sustainability within the sector. These priorities complement and reinforce each other. Sustainability, in particular, is a continuous thread running through the entire value chain, from fruit growing to juice production and delivery to consumers.

Over recent years, significant progress has been made by individual companies and through collective initiatives such as the [Sustainable Juice Platform \(SJP\)](#) and the [Sustainable Juice Covenant \(SJC\)](#). However, many sustainability challenges are systemic and interconnected and cannot be addressed by individual actors alone. This highlighted the need for a coordinated, sector-wide approach.

## A unified strategy to address shared challenges

Sustainability managers from companies of different sizes across Europe identified a clear need for a unified industry strategy. Three core challenges emerged:

- Ensuring a **sustainable and resilient supply chain**
- Clarifying what **sustainable fruit and vegetable sourcing** means in practice and how it can be measured
- Improving the **availability and quality of ESG primary data** (environmental, social and governance)

In response, AIJN developed the [AIJN Sustainability Strategy](#), an overarching framework designed to set a common baseline and guide collective action across the sector. The strategy focuses on sustainable sourcing and juice production, where the sector's main environmental footprint lies and where aligned action can deliver the greatest impact.



The strategy focuses on sustainable sourcing and juice production

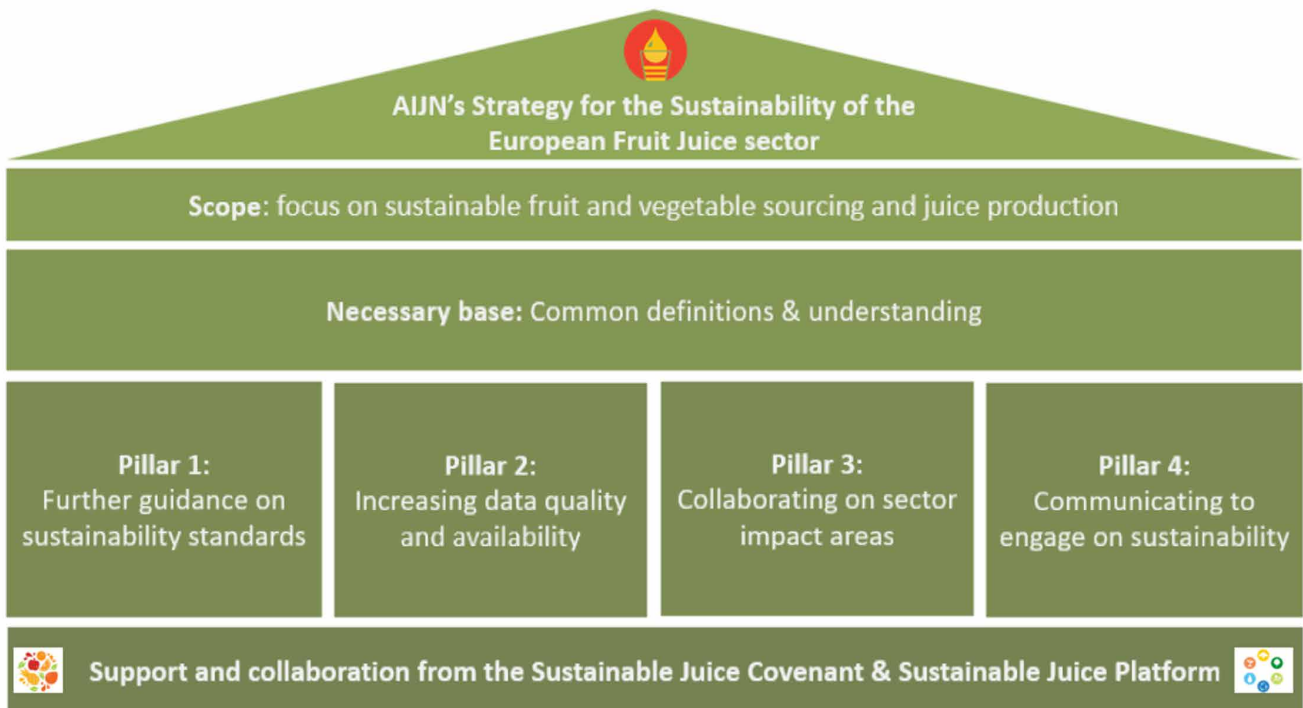
The strategy is structured around four complementary pillars:

1. Further guidance on sustainability standards
2. Increasing ESG data availability and quality
3. Collaborating on sector impact areas with SJC and SJP
4. Communicating to engage on sustainability

## A shared guidance document to create a common language

As a core element of the strategy's implementation, AIJN developed a Guidance Document on Sustainability Definitions and Standards. This document responds directly to requests from companies for greater clarity, consistency and alignment on sustainability concepts.

The guidance focuses on the sustainable sourcing of fruits, vegetables and other agricultural ingredients used in juices and nectars, and juice and nectar production, as defined by the EU Fruit Juice Directive.



It provides:

- A **shared sustainability definition**, grounded in internationally recognised frameworks such as the UN Sustainable Development Goals
- References to **sector-endorsed standards**, including the Farm Sustainability Assessment (FSA) from the SAI Platform for agricultural production and SSCI-benchmarked social compliance standards for processing
- Links to complementary tools and platforms, such as **AIM-Progress**, to support responsible sourcing and reduce audit duplication

By aligning around recognised standards and shared definitions, the sector can reduce fragmentation, strengthen credibility, and collectively accelerate progress, while simplifying expectations for farmers and suppliers.

### Coordinated governance across AIJN, SJC and SJP

The AIJN Sustainability Strategy also clarifies how sustainability initiatives are coordinated across the sector through a [clear governance framework](#) involving AIJN, SJC and SJP:

- The Sustainable Juice Covenant (SJC) brings together frontrunners committed to achieving 100% sustainable

sourcing by 2030, supported by a shared product footprint methodology and common farm-level projects.

- The Sustainable Juice Platform (SJP) provides a collaborative space for the entire value chain to address systemic challenges through joint projects, risk hotspot analysis and collective solutions.
- AIJN represents the whole European sector by establishing the sustainability baseline, ensuring a shared understanding of key concepts, methodologies and expectations, and facilitating coordination between initiatives.

Together, these three components are closely connected and mutually reinforcing, allowing the sector to combine ambition, collaboration and alignment under a coherent long-term vision for sustainability.

As of now, the strategy goals are defined and will be further detailed and implemented. This is also meant to be a living document, serving to share knowledge and foster engagement within the sector. Indeed, by working together, sharing knowledge and aligning around a common framework, the juice industry can enhance its competitiveness while achieving real and measurable impact on the ground.

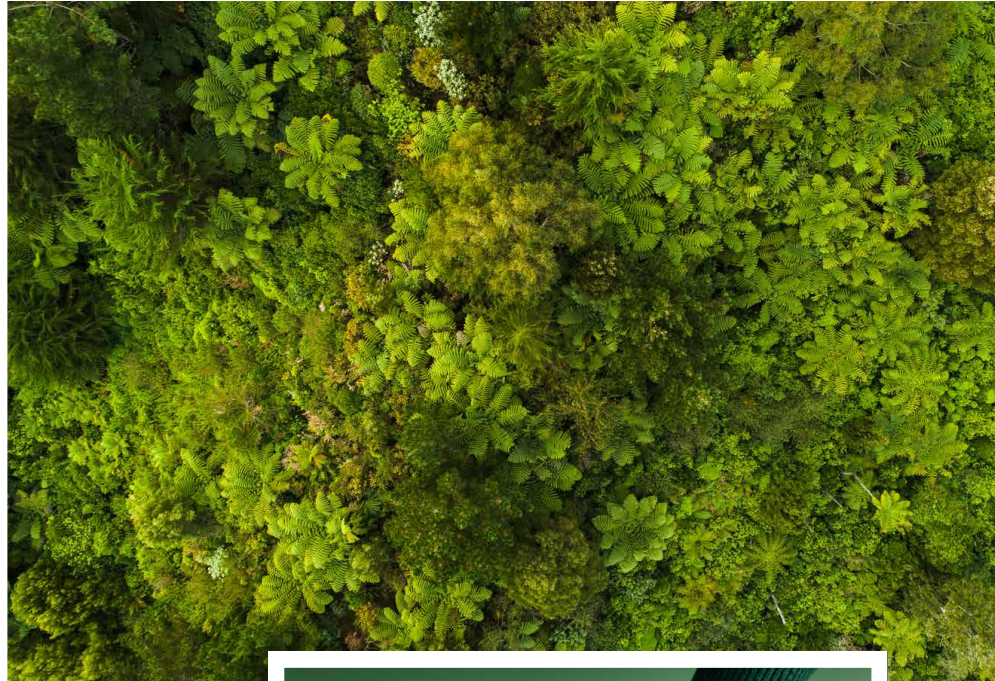
*If you wish to know more please contact [aijn@aijn.eu](mailto:aijn@aijn.eu)* ●

# Sustainable Juice Platform



## About us

The Sustainable Juice Platform is a **collaborative initiative** that drives continuous improvement across the juice sector, engaging stakeholders to address socio-economic and environmental challenges. Its goal is to support the integration of **ESG principles** throughout the supply chain. The platform fosters **cooperation, information sharing, and best practices in CSR** and responsible sourcing, helping the sector navigate regulatory, technological, and market-driven changes.



## Our projects

The Sustainable Juice Platform drives initiatives in three key areas:

- **Mitigation:** We identify and address industry hot spots, risks, and opportunities through double materiality impact assessments, working with stakeholders to reduce medium and high risks.
- **Initiation:** We leverage insights to fund and co-fund projects that improve socio-environmental and economic conditions in farming communities, partnering strategically for maximum impact.
- **Education:** We raise awareness across the juice value chain, supporting members and their supply chains with sustainability knowledge.



## Want to become a member?

Through collaboration, **we help members optimize resources, meet sector demands, and adapt to increasing disclosure requirements.**

Join us to shape the Platform and drive our shared sustainability goals.



Contact us to learn more:  
[hello@sustainablejuiceplatform.eu](mailto:hello@sustainablejuiceplatform.eu)

<https://sustainablejuiceplatform.eu/>

# Global Juice Roadshow 2026 heads to Africa: Egypt, South Africa and Kenya

The International Fruit and Vegetable Juice Association (IFU) and SGF International e.V. (SGF) are pleased to announce the return of the **Global Juice Roadshow 2026**, with this year's edition highlighting one of the most dynamic regions shaping the future of the global juice industry: Africa.



**In 2026, the Roadshow will feature three strategic stops across the continent – Egypt, South Africa, and Kenya – each representing a key market with growing importance in juice production, sourcing, and international trade. With diverse fruit portfolios and expanding production and export capabilities, Africa continues to gain momentum as a strategic region for innovation, long-term partnerships, and global supply chain development.**

### **A unique platform for expertise, insights and collaboration**

The Global Juice Roadshow provides an outstanding opportunity for participants to explore regional realities and global market trends while benefiting from high-level technical expertise and valuable international exchange. Attendees will be able to:

- Gain deeper insights into juice market trends and regional growth opportunities
- Evaluate sourcing potential and fruit availability across diverse origins
- Exchange knowledge on quality, safety, and the latest technical developments
- Connect directly with key local and international stakeholders

### **Three stops, one shared mission**

Each Roadshow stop is designed to combine high-value technical content with regional market intelligence and meaningful networking. The event will bring together professionals from across the global juice value chain –

including producers, suppliers, laboratories, technology companies, exporters, buyers, and key decision-makers – creating a powerful environment for international connection and on-the-ground engagement.

### **Roadshow 2026 schedule**

**First stop: Cairo, Egypt – 9th February 2026**

Register [here](#)

**Second stop: South Africa – 13th May 2026**

**Third stop: Kenya - Second half of November 2026** (Final stop of the year, date to be confirmed)

### **Looking ahead**

The Global Juice Roadshow 2026 is set to become an important milestone for the industry, offering a strong combination of technical expertise, market intelligence, and international networking within a region that is actively shaping the next chapter of global juice production and trade.

### **Acknowledging our sponsors**

We warmly recognize and appreciate the essential contribution of our sponsors. A special thank you to our Gold Sponsors: **AB Enzymes**, **Bucher Unipektin**, and **JBT** – and our Silver Sponsors: **Tentamus Chelab**, **Döhler** and **Goodpack**. Without this support, the Global Juice Roadshow would not be possible. Companies interested in becoming sponsors are invited to contact Stefania Moeri: [stefania.moeri@ifu-fruitjuice.com](mailto:stefania.moeri@ifu-fruitjuice.com) ●

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If your association wishes to submit any event details or news items please email [emma@fruitjuicefocus.com](mailto:emma@fruitjuicefocus.com)

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