



# AIJN

EUROPEAN  
FRUIT JUICE  
ASSOCIATION

# AIJN: THE EUROPEAN FRUIT JUICE ASSOCIATION

Established in **1962**, AIJN represents the entire **EU** fruit juice value chain: from raw material producers to bottlers.

Our mission is threefold:

- **Represent and promote** the interests of the juice industry in Europe (fruit juices, nectars): we are part of a healthy and sustainable diet.
- **Advocate** for a European regulatory framework that will enable manufacturers to develop the fruit juice market while providing clear guidance on **interpreting EU legislation**.
- Promoting industry-wide quality via the **AIJN Code of Practice**.

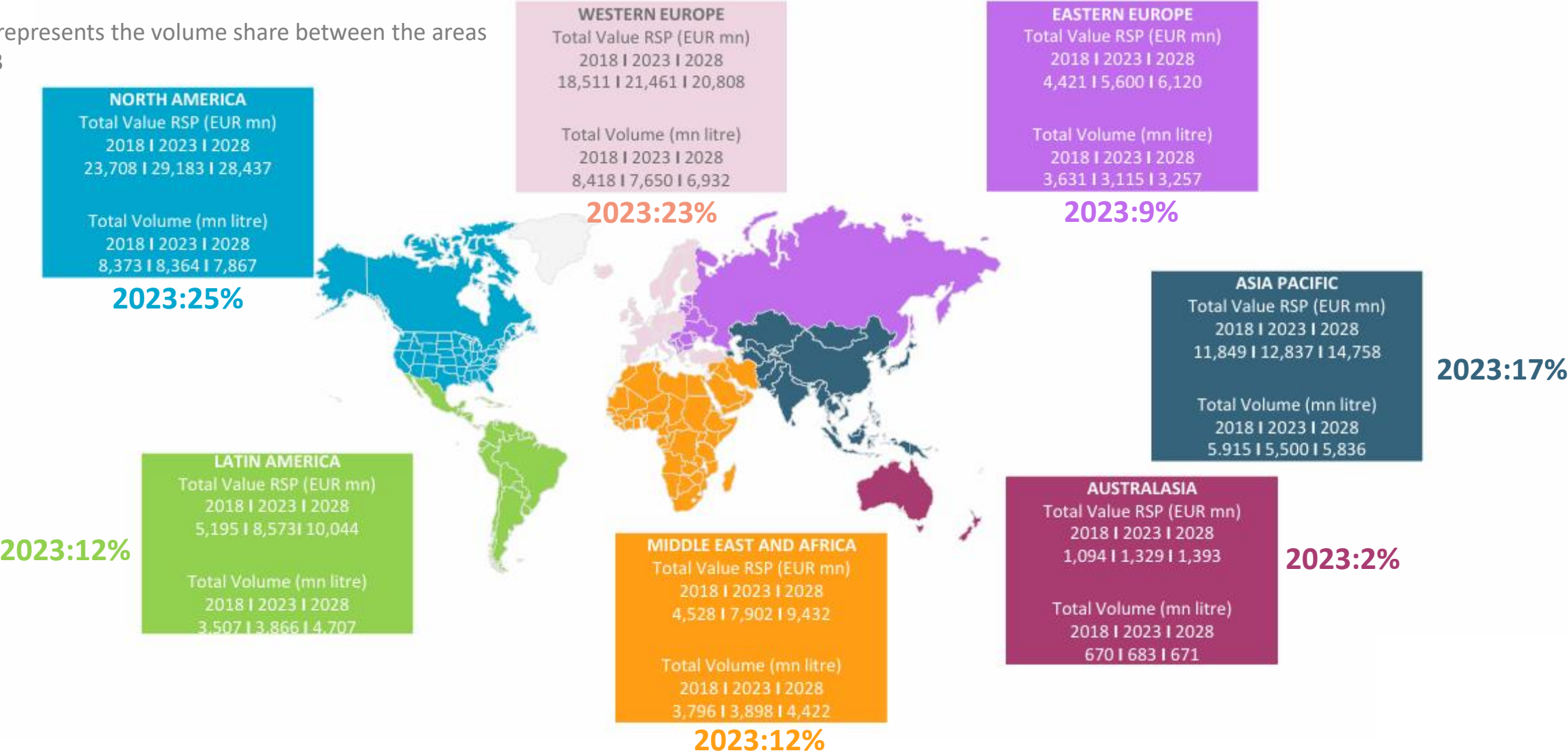


With **16 Full Members, 1 Affiliated Member, and 20 Observers**, our work is guided by a General Assembly and a Board led by **President Javier Lorenzo**, while our sectoral committees carry out the day-to-day activities that drive our mission forward.



# JUICES AND NECTARS IN THE WORLD

The % represents the volume share between the areas in 2023



RSP is the retail selling price (i.e. sales at end price to consumer) including retailer and wholesaler mark-ups and sales tax and excise taxes



# AIJN

## CODE OF PRACTICE





# WHAT IS THE CODE OF PRACTICE (COP)



- Many factors can influence the composition of fruits and vegetables. Despite various influences, many values follow statistical laws, allowing for establishing **ranges for common characteristics** in fruit juice.
- The **Code of Practice Expert Group** (COPEG) operates as a subset of the AIJN Technical Committee, focusing on delivering **science and data** based expert opinions and proposals related to technical issues.
- The **Reference Guidelines** (RG) of the AIJN COP include these minimum and maximum values and/or ranges, based on scientific data which can then be used to evaluate juices with regards to quality, authenticity and identity.
- The parameters are listed under 2 sections:
  - Section A
  - Section B
- The AIJN CoP RGs are **widely accepted** and used by the fruit juice processors, traders, and industry controlling bodies within the EU and around the world.
- The Reference Guidelines are **updated** annually to ensure they remain relevant.

# EXAMPLE OF A CRITERIA

- Section A contains various parameters that characterise the absolute quality requirements.
- They are considered as being mandatory for all juices marketed in the European Union.

## 1. Industrially agreed upon requirements

### *Direct Juice*

Rel. density 20/20

Corresponding Brix

### *Juice From Concentrate*

Rel. density

Corresponding Brix

## 2. Hygiene requirements

Volatile acids as acetic acid

Ethanol

D/L Lactic acid

## 3. Environmental requirements

Arsenic and heavy metals

Arsenic (As)

Lead (Pb)

Mercury (Hg)

Cadmium (Cd)

Tin (Sn)

## 4. Compositional requirements

L-ascorbic acid

Volatile oils

Hydroxymethylfurfural (HMF)

## EXAMPLE OF B CRITERIA

- Section B contains various criteria relevant to the evaluation of identity and authenticity.
- It also contains some less critical quality criteria.
- If some parameters do not fall within the values quoted in Section B this does not mean, automatically, that the sample is adulterated. In addition, it should not be seen as a list of analytes that all have to be measured.
- Rather, it is a source of information for experts to use to dedicate which particular aspects of the juice needs to be investigated.

Titrateable acidity at pH 8.1
Citric acid
D-Isocitric acid
Citric acid: D-Isocitric acid
L-malic acid
D-malic acid
Ash
Sodium (Na)
Potassium (K)
Magnesium (Mg)
Calcium (Ca)
Total phosphorus (P)
Nitrate (NO <sub>3</sub> )
Sulphate (SO <sub>4</sub> )
Formol number ml 0.1 M NaOH/100ml
Hesperidin
Water soluble pectin
Phlorin
Total Carotenoids

Hydrocarbons, calculated as beta-carotene (% of total Carotenoids)
Carotenoids esters (% of total Carotenoids)
Xanthophylester (% total Carotenoids)
Anthocyanin profile
Glucose Fructose
Glucose : Fructose
Sucrose
Sorbitol
Sugar-free extract
Copper
Zinc
Iron
Tin

<b>Isotopic Values</b>
delta <sup>18</sup> O water
(D/H)I Ethanol D-NMR
delta13C sugar
delta13C ethanol
delta13C pulp
delta13C acids
delta13C citric acid





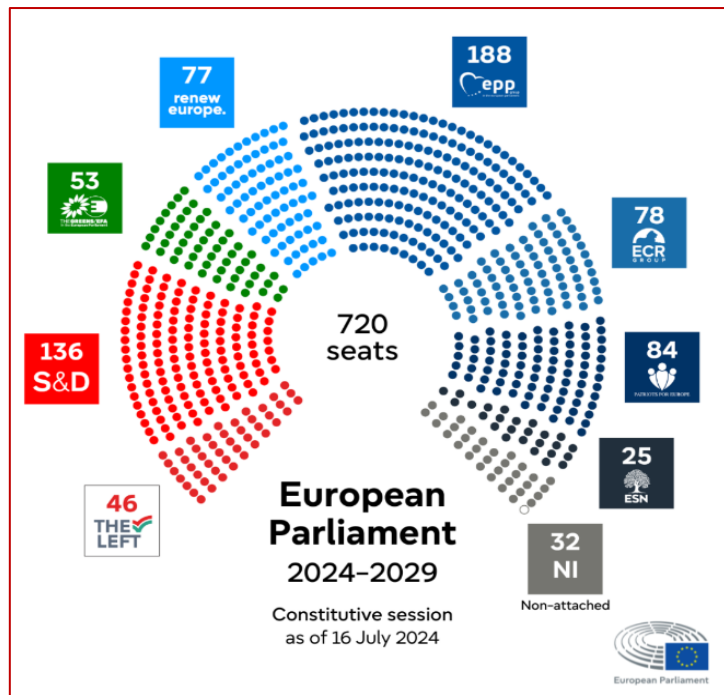
## First COP Webinar launches in 2025: Introduction to AIJN Code of Practice

- Date: **30/06/2025, at 15.00 CET**
- For quality or R&D staff new to the industry or needing a refresher, this offers insight into the COP documents, their use, maintenance
- There will be a live introduction followed by a series of pre-recorded presentations then a live Q&A session with some COP experts at the end
- The webinar will be free for AIJN members and COP subscribers. Companies without a subscription can join for a fee, which will be deducted if they opt for a full subscription afterward
- **For more information**, please contact us: [aijn@aijn.eu](mailto:aijn@aijn.eu); [christina.charmpi@aijn.eu](mailto:christina.charmpi@aijn.eu)

**SPREAD THE WORD!**



# NEW EU REGULATORY CONTEXT POST 2024 EU PARLIAMENT ELECTION



The 2024 EU elections marked a **rightward shift** in the European Parliament, strengthening the conservative majority while maintaining the European People's Party (**EPP**) as the dominant force.

**Ursula von der Leyen's** reappointment as Commission President signals both continuity and adaptation. The new Commission, taking office in December 2024, maintains commitment to climate goals while rebalancing priorities towards **economic competitiveness, security and resilience, fairness to farmers, and simpler, more targeted regulation.**



The Commission's "**Vision for Agriculture & Food**" recognizes these sectors as strategically vital, emphasizing competitiveness and innovation. However, proposals regarding **ultra-processed foods and origin labelling** have sparked industry concerns about potential regulatory burdens.

# FRUIT JUICE DIRECTIVE REVISION – 2023/2024



Subject	Result
Consideration of allowing sugar-related claims on 100% fruit juices	The text allows for voluntary claim that fruit juices only have naturally occurring sugar
Possible introduction of mandatory origin labelling for fruits used	Not included in the final text, but ongoing discussion on its feasibility
Consideration of including coconut as a recognised juice	Included in the final text
Evaluation of allowing certain plant proteins as authorised ingredients	Wheat, peas, potatoes, and sunflower seeds added to the authorised list
Introduction of reduced-sugar juices (RSFJ) as a distinct product category	Included in the final text
Review of processing techniques eligible for RSFJ production	Filtration and fermentation included; enzymatic processing excluded



# PACKAGING AND PACKAGING WASTE REGULATION (PPWR)

## Reuse Targets:

**2030:** 10% of bottles must be reusable (mandatory)

**2040:** 40% of bottles should be reusable (non-mandatory)

## Collection:

**2029:** 90% collection rate for single-use plastic and metal beverage containers (via DRS)

## Strategic Role of Public-Private Coordination:

Cooperation on **Deposit Return Systems (DRS)** will be key to reaching collection and reuse goals across Member States.

## Recycled Content:

**2030:** 30% recycled content in single-use plastic bottles (mandatory)

**2040:** 65% recycled content in single-use plastic bottles (mandatory)



**Clarity for Non-EU Producers: Exporters to the EU** need clarity on application and verification.



The Green Claims Directive aims to fight **greenwashing** and to overall limit the “green” claims that can be made to foods.

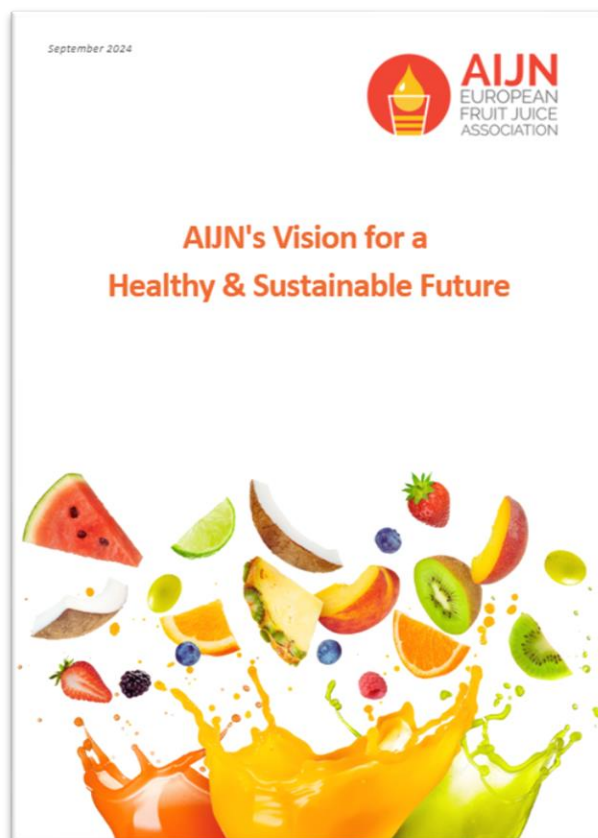
The EU Council & EU Parliament are discussing this now in trilogues. It is foreseen that the legislative landscape will be unclear and restrictive.

In the future, any explicit green claim must be substantiated and verified by a 3rd party audit.

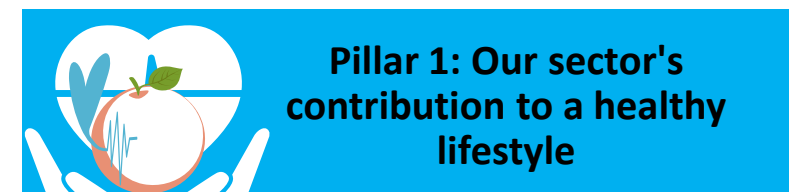
No new claims can be created without EU or national authorisation.

This Directive works in parallel to the already approved “Empowering consumers” Directive.

# DOCUMENT FOR EU POLICYMAKERS TO SHARE THE FRUIT JUICE' VISION FOR A HEALTHY AND SUSTAINABLE FUTURE



**SCAN TO LEARN  
MORE!**





# 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**

**+450  
PARTICIPANTS**

From

**+ 30  
DIFFERENT  
COUNTRIES**



## Why attend?



### HIGH-LEVEL NETWORKING

Meet top executives and industry experts.  
Explore the dedicated expo area, with sponsors' booths for insights and networking.



### CUTTING-EDGE INSIGHTS

Engage in sessions covering market trends, sustainability, supply chain and innovation.



### GLOBAL PERSPECTIVE

Gain valuable knowledge from industry leaders and stakeholders.



### SPONSORSHIP & VISIBILITY

Enhance your brand's reach with diverse sponsorship opportunities.

## MEET THE INDUSTRY

Connect with professionals from every level of the fruit juice value chain:

- Top executives & CEOs
- Processors
- Logistics & packaging experts
- Researchers & innovators
- Retailers, brands & distributors



**Market trends** – Stay ahead of the latest industry shifts with insights from key leaders.



**Sustainability** – Discover innovative and practical solutions for a greener, more resilient future.



**Supply chain & demand** – Navigate today's global challenges with expert knowledge and real-world strategies.



**Innovation** – Explore how new technologies are shaping the future of the fruit juice sector.

## MAIN MOMENTS

**Breakout sessions** - 1 Oct

**Welcome reception** - 1 Oct

**Keynotes & panels** - 2 Oct

**Gala dinner** - 2 Oct





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**THANK YOU!**

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