



Squeezing Success. IFU`s Role in Powering the Global Juice Industry

MARIA SCHLAFFER

Marketing Director



Getting to know us





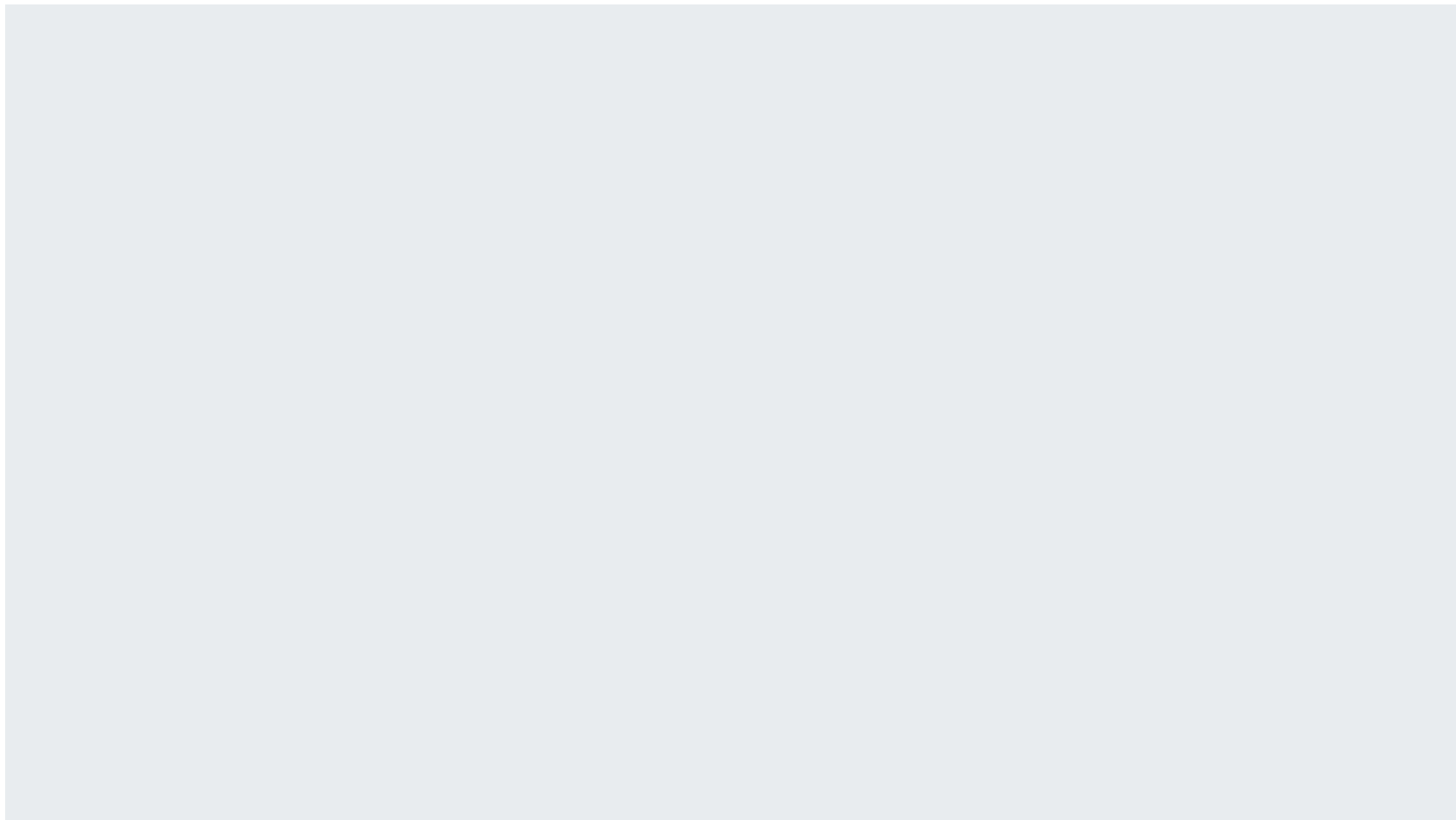
Behind the name

International Fruit Juice Union (IFU).

Founded in 1949 in Paris, France.

Mission: Serve as the global voice of the fruit and vegetable juice industry, championing the production and consumption of juices and related products worldwide.







300+ members in 80 countries



Member types: Associations | Corporate | Supporters | University





Executive Committee



Kees Cools
President



Demir Sarman
Vice President



Klaus Heitlinger
Treasurer



Dirk Lansbergen
Past President



Executive Committee



Anne-Sophie Royant
Western Europe



Monther Alharthi
Middle East



Dianne Nury
North America



Slim Othmani
Africa



Juliana Pires
South America



Ziad Husseini
South East Europe



Ipek Isbitiren
Türkiye & Caucasus &
Israel



Maxim Novikov
CIS



IFU Ambassador South East Asia



Napaporn Rattanamettha

Napaporn Rattanamettha graduated from Kasetsart University in Bangkok in a Master degree of Plant Science. For over 10 years, she has worked as Fruit-Juice auditor for SGF and Technical Advisor for the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. She also joined GLOBALG.A.P. as Technical Key Account Manager-ASIA in 2018 as expert on fruit juice quality control and production, providing training on Food safety & Hygiene standards, the GLOBALG.A.P. standards and Sustainable Rice Platform standards.



Staff



Tatiana Campos
Executive Director



Aintzane Esturo
Technical Director



Maria Schlaffer
Marketing Director



Dominique Vasseur
Membership Support Manager





The Global Voice of the Juice Industry

IFU is the registered NGO representing the juice industry at CODEX.

Legacy:

- Developed 76 Chemical and Microbiological Methods and 20 Recommendations recognized worldwide.

Impact on CODEX Standard for fruit juices and nectars (CXS 247-2005):

- Total Provisions: 74
- IFU Methods recommended: 45 (+60%)



Food and Agriculture Organization of the United Nations





Commissions & WGs

IFU members' specialist groups voluntarily review relevant topics, staying updated with the latest in their field.

They contribute to the formation of IFU opinions or statements and develop Methods of Analysis and Reports.

All members can join these Commissions and Working Groups.





Commissions & WGs

Commission Chairs



David Hammond

Legislation Commission



Mikko Hofsommer

Methods of Analysis
Commission



Mario Gozzi

Science & Technology
Commission

Working Group Chairs



David Berryman

Sustainability Working
Group



Diane Welland

Nutrition Working Group



Andreas Politzer

Microbiological Working
Group



Legislation Commission



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Our Primary Project:

Review of the current standard for fruit juice and the development of a new international standard for vegetable juice.

- I. Citrus taxonomy & Vegetables
- II. Formulate the proposed standard

Other topics recently discussed:

- FDA's Closer to Zero initiative
- EU Proposal to Amend Patulin levels for apple
- Opinion about Dimethyl Sulfoxide
- Definition for added sugars in Labelling.

CODEX ALIMENTARIUS
INTERNATIONAL FOOD STANDARDS



CXS 247-2005

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1. SCOPE

This Standard applies to all products as defined in Section 2.1 below.

2. DESCRIPTION

2.1 Product definition

2.1.1 Fruit juice

Fruit juice is the unfermented but fermentable liquid obtained from the edible part of sound, appropriately mature and fresh fruit or of fruit maintained in sound condition by suitable means including post harvest surface treatments applied in accordance with the applicable provisions of the Codex Alimentarius Commission.

Some juices may be processed with pips, seeds and peel, which are not usually incorporated in the juice, but some parts or components of pips, seeds and peel, which cannot be removed by Good Manufacturing Practices (GMP) will be acceptable.

The juice is prepared by suitable processes, which maintain the essential physical, chemical, organoleptical and nutritional characteristics of the juices of the fruit from which it comes. The juice may be cloudy or clear and may have restored¹ aromatic substances and volatile flavour components, all of which must be obtained by suitable physical means, and all of which must be recovered from the same kind of fruit. Pulp and cells² obtained by suitable physical means from the same kind of fruit may be added.

A single juice is obtained from one kind of fruit. A mixed juice is obtained by blending two or more juices or juices and purées, from different kinds of fruit.

Fruit juice is obtained as follows:

2.1.1.1 Fruit juice directly expressed by mechanical extraction processes.

2.1.1.2 Fruit juice from concentrate by reconstituting concentrated fruit juice defined in Section 2.1.2 with potable water that meets the criteria described in Section 3.1.1(c).

2.1.2 Concentrated fruit juice

Concentrated fruit juice is the product that complies with the definition given in Section 2.1.1 above, except water has been physically removed in an amount sufficient to increase the Brix level to a value at least 50% greater than the Brix value established for reconstituted juice from the same fruit, as indicated in the Annex. In the production of juice that is to be concentrated, suitable processes are used and may be combined with simultaneous diffusion of the pulp cells or fruit pulp by water provided that the water extracted soluble fruit solids are added in-line to the primary juice, before the concentration procedure.

Fruit juice concentrates may have restored¹ aromatic substances and volatile flavour components, all of which must be obtained by suitable physical means, and all of which must be recovered from the same kind of fruit. Pulp and cells² obtained by suitable physical means from the same kind of fruit may be added.

2.1.3 Water extracted fruit juice

Water Extracted Fruit Juice is the product obtained by diffusion with water of:

- Pulp of whole fruit whose juice cannot be extracted by any physical means, or
- Dehydrated whole fruit.

Such products may be concentrated and reconstituted.

The solids content of the finished product shall meet the minimum Brix level for reconstituted juice specified in the Annex.



Science and Technology Commission



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Best Practice Guidelines

Best Practice Guidelines in development:

- Thermo-valorisation.
- Influence of temperature and density in mixing.
- Pectin valorisation.

IFU University

- Citrus extraction processes.
- Inactivation kinetics.
- Pasteurization: thermal, HPP, ohmic, PEF...
- Packaging, quality and nutrition.



Other Projects:

EU financed HiStabJuice project
HISTABJUICE





Methods of Analysis Commission



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Revisions:


- IFU 8 (2017): Soluble solids
- IFU 81 (2014) provisional. Det. of Ergosterol
- IFU 82 (2016): provisional. Det. of Nitrate
- IFU R4 (1999): Detection of syrup addition

ENGLISH

CHEMICAL METHOD OF ANALYSIS No.17a 2022

IFU

Determination of the ascorbic acid content of juices, purées and nectars by HPLC




17a (2022)
Nov

ENGLISH

CHEMICAL METHOD OF ANALYSIS No.71 2023

IFU

Anthocyanins by HPLC




71 (2023)
Aug

ENGLISH

CHEMICAL METHOD OF ANALYSIS No.17c 2023

IFU

Determination of the ascorbic acid content of juices, purées and nectars using an enzymatic procedure.

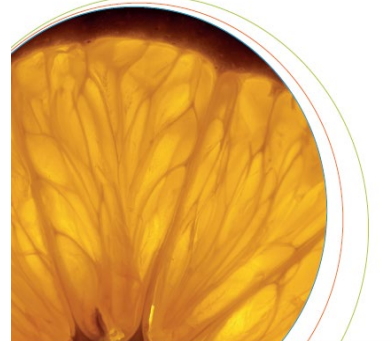


17c (2023)
Jun

RECOMMENDATION No.18 2023

IFU

Review of approaches that may be used to analyse for pulp wash and second extracts of citrus fruit.



R18 (2023)
Sep

New Developments:

- I. NMR det. for specific parameters
- II. Cyanide analysis
- III. Formol index measurements (automated systems)





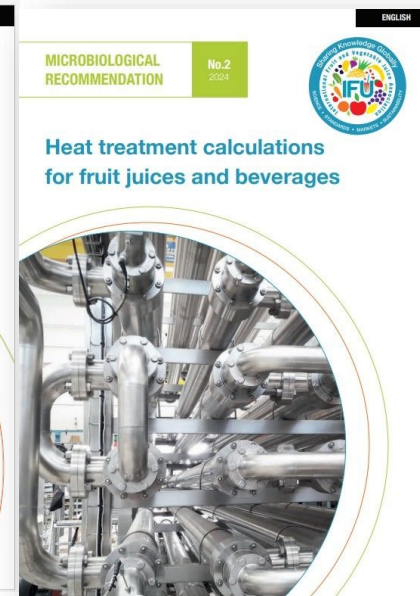
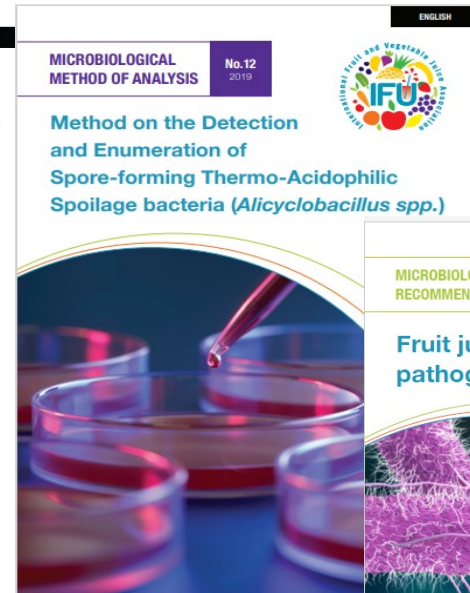
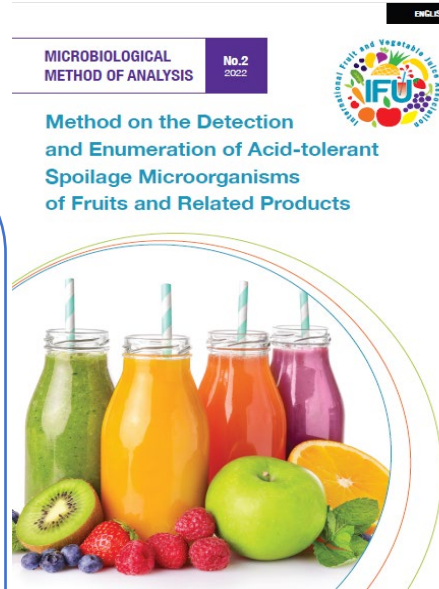
Microbiology Working Group



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New developments:

- MM 13: Det & Enum of Acid-tolerant Clostridia.
- MM14 Det of Heat Resistant Mould spores. Reduce analysis time.
- MM15 Det of Yeasts & Moulds (microscopy).
- Recommendations: Stability test for juices and drinks
- List of reference strains



ISO/TC 34

ISO/TC 34/SC 9
Microbiology

Liaison type A fully implemented. IFU experts in 13 Working Groups





Sustainability Working Group



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Global Juice Sustainability Report 2022

Global Juice Sustainability Report 2023



Sustainability Reports, compiling information from:

AMERICAS

Sustainable passion fruit

Carla Garcia, Head of CSR and Harry Frei, Business Development Manager, Quicornac

In 2020, we embarked on a profound journey towards sustainable passion fruit production. This journey, which involved over 40 certified smallholder farmers from our factories in Ecuador and Peru, has been both gratifying and critical for our continuous and sustainable development. As we slide into 2023, we anticipate extending our sustainability initiatives to our third factory, recently established in Vietnam – our first venture in Southeast Asia.

Our passion fruit supply chain is vast and complex, incorporating over 12,000 smallholder farmers across all our operations. Each farmer, each family we collaborate with, enriches our understanding, and fortifies our determination to ensure the success of this journey. Implementing the SA-FSA framework with over 60 farmers in Ecuador and Peru in 2020, we faced considerable hurdles, such as a pandemic and initial lack of trust from farmers. By the end of the first phase of this project, only 30 farmers had reached the verification process. Nonetheless, these challenges have only encouraged us to press forward on our journey towards sustainability.

Our commitment to sustainability runs deep. We have worked with diverse farmer groups in Ecuador and Peru under the SA-FSA and Rainforest Alliance Sustainable Agriculture Standard, providing consistent training, on-demand technical assistance, and essential protective personal equipment. We also conduct soil analyses and help farmers access resources proactively beyond their reach. These actions are transforming the landscape of agriculture, reshaping perspectives, and steering the industry little by little towards sustainability.

Our new Vietnam factory is preparing to embark on the path to sustainable farming. The unique agricultural practices and farming community culture in the country are exciting opportunities for the implementation of our sustainable practices. Although Vietnamese farmers are aware of the benefits of sustainable agriculture, those in Ecuador and Peru, one of our largest challenges will be reaching and expanding available resources to a larger group of farmers. We are currently in the process of adapting our proven models from Ecuador and Peru to suit Vietnam's local conditions, with plans to conduct our first sustainable farming audit next year.

Throughout this journey, each farmer has illuminated the transformative power of sustainable farming. Considor David, a verified producer from Manabí, Ecuador, has shifted to sustainable farming practices has fundamentally

altered this approach for the better. His farming is now not just more humane, but also economically viable. As we continue to spotlight stories like David's, our commitment to driving change in passion fruit fields and across our supply chain remains unwavering.

As we edge closer to our 2030 goal, we are not only deeply committed to sharing these sustainable practices with our broader supply chain and our friends in the industry, but we also warmly invite you to join us in our unique journey towards a more sustainable future.

Peru has also witnessed significant growth in sustainable farming after overcoming initial barriers. This year, we aim to increase the number of certified farms by doubling digits, further expanding our sustainable footprint.

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environmental impact your Innovations in

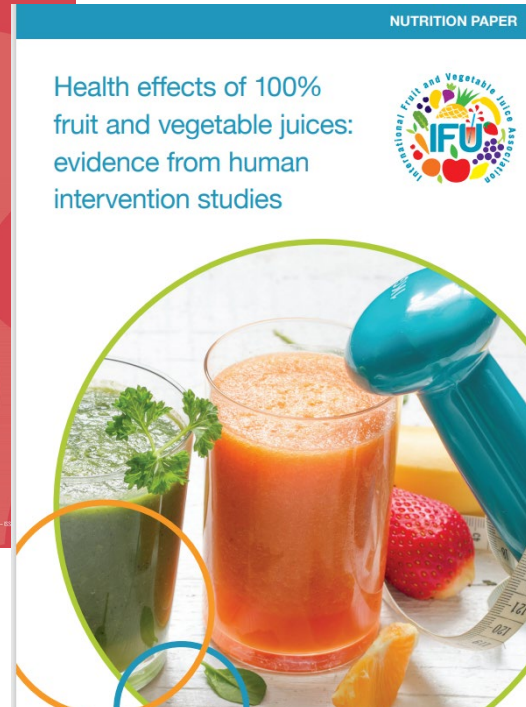
Sustainability



Nutrition Working Group



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Other activities:

- Follow-up the dietary national recommendations
- IFU Comments to WHO Guideline on carbohydrate intake
- Recommendation on dietary fibres analysis in Fruit juices



Sharing knowledge globally:
**Events, IFU University and
Reports**





Global Juice Roadshow Brazil



Juice Conference Cape Town, South Africa



Global Juice Roadshow Mexico



Global Juice Roadshow Argentina



IFU Technical Workshop Austria



Juice Summit Belgium



Upcoming Events



Roadshow 2024: ASIA
20.02.: Cebu/Philippines, 23.02: HCMC/Vietnam
~24-26.04.: Shenzhen/China, 31.05.: Bangkok/Thailand
04.11.: Dubai/UAE



Technical Workshop in Köln, Germany 18th March
2024
followed by European Beverages Quality Conference



IFU Juice Conference
Bengaluru, India: 27.-29.05.2024



IFU Technical Workshop

18.03.2024
Cologne, Germany

For the Juice Industry.
From the Industry Experts.

We thank our sponsors for their support:



In cooperation with



18.03.2024 – IFU Technical Workshop in Cologne, Germany

19.–22.03.2024 #AnugaFoodTec2024

[19.03.2024 European Beverages
Quality Conference](#)

Monday, March 18, 2024 – Congress Center Cologne

Methods of Analysis

09:10	Forever PFAS? – Implications for the Juice Industry	Arne Dübecke, Head of Global Center of Excellence for Food Fraud, Tentamus Chelab GmbH
09:30	Automated Formol Number by photometry, a safe and faster alternative	Mercede Boix, Business Development Manager, BioSystems
09:50	Simplified sample preparations for D-threo-iso citric acid and total sulfite in fruit juices	Prof Dr Thomas Hektor, Director R&D, R-Biopharm
10:10	Ensuring Authenticity in Orange Juice Production - How to verify conformity?	Markus Jungen, Technical Manager, SGF

Trends & Technologies

11:15	Detection of Adulteration Using FT-IR	Nur Altug, Head of Analytical Science and Regulatory, Doehler
11:45	Fast-tracking Antioxidant Capacity Analysis: Expanding Horizons in Juice Industry Monitoring	Henar Muñoz Cimadevilla, CEO, BQC Redox Technologies
12:05	Innovation in Quality Controls: Non-invasive monitoring for fluid detection.	Nerea López, Project Manager, Tecnalia
12:25	The Four Dimensions of Fruit Juice Processing: Recent Advances of the Horizon2020 HiStabJuice Project	Hassan Zia, Research Scientist, GfL and HiStab Juice Project

Nutrition & Legislation

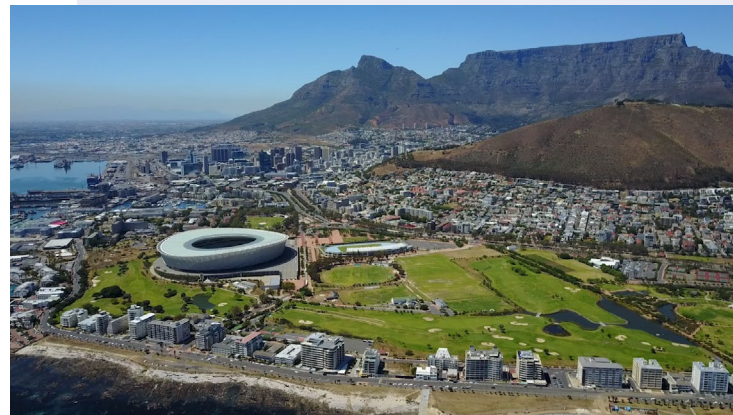
14:00	Industry 4.0: the Future of Food Safety & Quality	Guillaume Dancoisne, EMEA Augmented Diagnostics Business Development Manager, bioMérieux
14:20	Artificial Intelligence in Juice Processing	Pierre Volschenk, Business Systems Analyst, Summerpride
14:40	Updates on the Nutritional strategy in Germany	Judith Hausner, Regulatory Head, VdF
15:00	New developments in the AIJN Code of Practice	John Collins, Chair of Expert Group, AIJN
15:20	Q&A	

Sustainability

16:00	Carbon footprint calculation in the Argentinean lemon juice production	Patricia Garolera De Nucci, Engineering & Agroindustrial Processes, EEAOC
16:20	Sustainable Juice Platform: sustainability examples to inspire	Athanasios Mandis, CEO and Chair, De la Tierra
16:40	Endolysine produced by virus to treat bacterial infections in crops	Paloma Juarez, Project Manager, AINIA
17:00	Q&A	

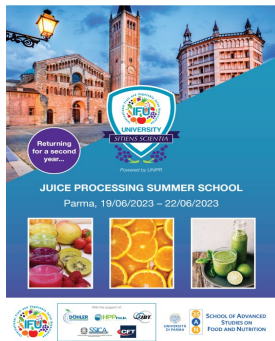


Day	Activity
Monday May 27	Commercial-technical Plant visit for Non-Indian participants: Jain Farm Fresh in Chittoor, focusing on mango processing Casual Welcome Dinner
Tuesday May 28	Conference Day 1 with Gala Dinner
Wednesday May 29	Conference Day 2 with session for commercial 1:1 meetings
Thursday May 30	Optional sightseeing trips (Kabini River, Mysore Palace) before or after the Juice Conference OR: Travel to Bangkok, Thailand to visit THAIFEX Anuga Asia (Roadshow on Friday)





Upcoming Events



IFU University Summer Processing School
Parma, Italy
June 17th -20th 2024



Juice Summit Antwerp, Belgium
16th & 17th October 2024



IFU University - Mission

Returning for a third year...

Powered by UNIPR

JUICE PROCESSING SUMMER SCHOOL
Parma, 17/06/2024 – 20/06/2024



SCHOOL OF ADVANCED STUDIES ON FOOD AND NUTRITION

To bring valuable knowledge from IFU, University and Industry professionals to the juice Community, supplying a complete overview of the science behind high quality juice processing.





Reports

Compendium of fruit crop and processing reports 2023

IFU Compendium of fruit crop and processing reports August 2023 Page 1 of 92

Juiceletter
AUGUST 2023

IFU Juice Conference makes a triumphant comeback after the pandemic

Report 2023

Sugar taxes and Covid-fueled inflation have resulted in unit increases as leading brands passed on the cost to consumers. Volume growth consequently slowed down.

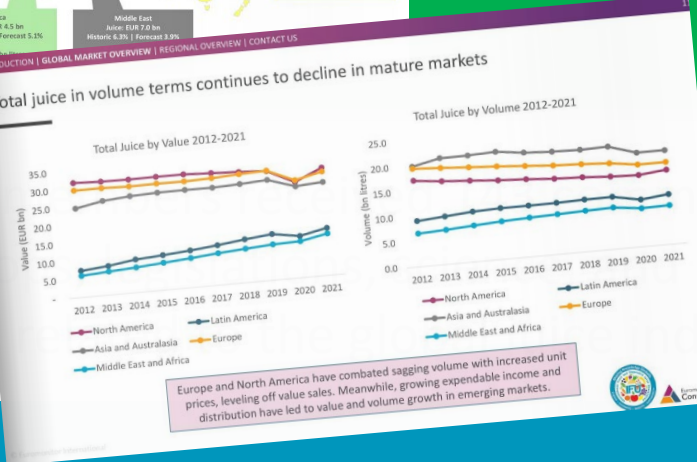
North America leads the global juice market in value, while Africa promises highest growth p...

Total juice in volume terms continues to decline in mature markets

Euromonitor Consulting

Depending on membership status:
12 to 59 pages

In 2023, IFU...
regarding cr...
aspects



communications
regulatory
industry



New benefits for our members in 2024





IFU Global Suppliers and Services Directory

List of members, their services & contact details.

Open access to public via IFU Website.

FRUIT & VEGETABLE JUICES. COCONUT WATERS

Suppliers of fruit & vegetable juices, purees & concentrates. Coconut Waters. Processors, traders & blenders

[LINK TO SUPPLIERS](#)

CONSUMER BRANDS

Manufacturers & suppliers of juice & juice based beverage consumer brands

[LINK TO BRANDS](#)

LABORATORY SERVICES, TEST KITS & INSTRUMENTS

Juice testing laboratories (chemical & microbiological analysis), test kits and instruments for testing juices

[LINK TO PROVIDERS](#)

AROMAS, FLAVOURS & INGREDIENTS

Manufacturers & suppliers of natural aromas, flavours and ingredients

[LINK TO SUPPLIERS](#)

CONTRACT PACKERS

Manufacturers of juice & juice based beverages filled into consumer packages

[LINK TO CONTRACT PACKERS](#)

PROCESSING EQUIPMENT & PACKAGING

Manufacturers & suppliers of processing equipment & packaging for juices

[LINK TO SUPPLIERS](#)

ENZYMES & PROCESSING AIDS

Manufacturers & suppliers of enzymes & processing aids for juices & juice based beverages

[LINK TO SUPPLIERS](#)

LOGISTICS

Shipping, storage and distribution of raw materials, juices & related products

[LINK TO SUPPLIERS](#)



Corporate membership

Member Fee & Benefits	Membership Category		
	Executive	Premier	Strategic Partner
Member & License Fee (per year)	€2,420	€4,400	€13,990
Votes	1	3	9
Best Practice guidance, Recommendations & e-learning videos	Y	Y	Y
Methods of analysis	Y	Y	Y
Max number of employees registered for access to resources	3	10	Unlimited
Global Juice Market Report information available ¹	Level 2	Level 3	Level 4
Free Roadshow tickets	1	2	4
Free Workshop tickets	N	2	4
Participation in IFU Commission meetings	Y	Y	Y
Free Juice Conference ticket ²	-	1	2
Sponsorship discount ³	10%	20%	30%
Events ⁴ and Service discounts ⁵	Y	Y	Y

Service Discounts

- 10 % discount on the base price of all services of GfL Gesellschaft für Lebensmittel-Forschung mbH. Please contact: info@gfl-berlin.com
- 10% Discount at Eurofins, Nantes on fruit juice related analytical services. Please contact: beverage.aroma@eurofinsfr.com

until
March
31!



³ Except Juice Summit

Thank you!



Maria Schläffer
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