



Introducing IFU

TATIANA CAMPOS

Executive Director





Getting to know us.





Behind the name

International Fruit and Vegetable Juice Association (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.





REGIONAL JUICE & BEVERAGE ASSOCIATIONS - GLOBAL

IFU





320+ members in 80 countries

A network of almost 6.000 professionals



Member types: Associations | Corporate | Supporters | University





Some of our Members





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 Hussein
South East Europe



Ipek Isbitiren
Türkiye & Caucasus &
Israel



Alla Andreeva
CIS



Staff



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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



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES



Main Pillars

IFU PRODUCT PILLARS

1 SCIENCE

2 STANDARDS

3 SUSTAINABILITY

4 MARKETS

IFU VALUE PROPOSITION

INFLUENCE

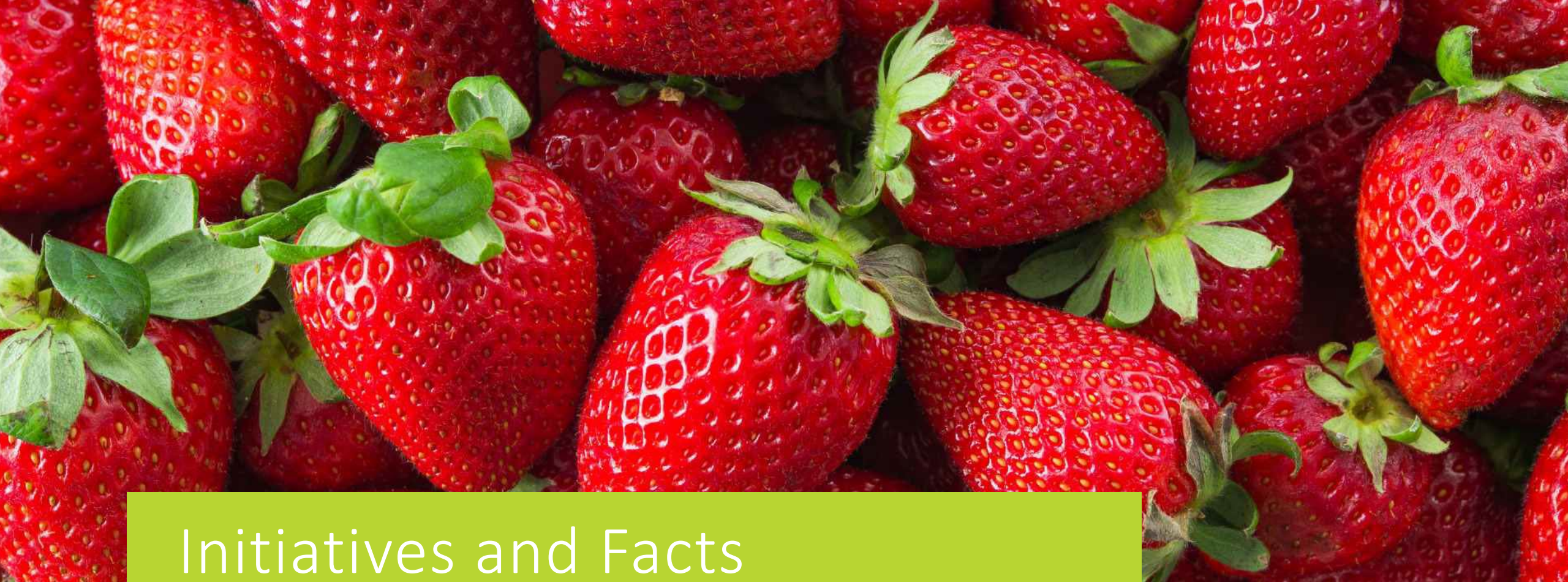
INDUSTRY BEST PRACTICE

INSIGHTS

INNOVATION

INFORMATION



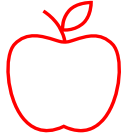


Initiatives and Facts Shaping the **Fruit and Vegetable Juice Industry**





Main topics



- **Nutrition:**
- Nutritional profiling / Sugar Tax and Claims



- **Labelling:**
- Front of Pack Nutrition Labelling, Allergen Labelling,



- **Pesticide:**
- New MRLs, revocation of old pesticides and introductions of new ones.



- **Control of Food Fraud.**



- **Additives:**
- What additives are approved in Juices, Nectars and Juice based beverages.



- **Contaminants:**
- Review of levels of Lead and Cadmium in juices. Patulin.



- **Hygiene:**
- HACCP, standard of water used in food processing, allergen controls.



- **Methods of Analysis:**
- Review of Codex methods approved



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.





Legislation Commission



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Our Primary Project:

Review of the current standard for fruit juices and nectars (Standard 247, 2005) and develop a new international standard for vegetable juices.

- I. Citrus taxonomy & Vegetable Juice WGs.
- II. Formulate the proposal for definition of sugar/energy reduced juice.

Other topics recently discussed:

- Nutriscore in France and coconut water
- Trump's tariffs
- CCMAS - Review of methods of analysis in CXS 234 -workable package
- Review of Consultation Results on Prohibiting Sugar Addition for Brix Correction in 100% Juice (CODEX STAN 247-2005)
- ICRA registration & Sweet Orange Group
- FDA's Closer to Zero initiative.

CODEX ALIMENTARIUS
INTERNATIONAL FOOD STANDARDS





Science & Technology Commission (STC)

Members of STC: International experts from juice producers, technology and equipment suppliers working in the field of food analysis with special orientation towards analytical methods on fruit and vegetable juices, conforming a world's leading expert panel

Objectives: To facilitate discussion and the exchange of information between IFU members on scientific and technical issues relating to the global juice-based beverage industry and to provide counsel to the IFU members on technical matters.

Best Practice Guidelines (BPGs)

- All BPGs can be accessed on-line by corporate and association members.
- For non-members they can also be purchased from the shop.





Methods of Analysis Commission (MAC)

Members of MAC: International experts from official and private control labs working in the field of food analysis with special orientation towards analytical methods on fruit and vegetable juices, conforming a world's leading expert panel

Objectives

- Evaluation and establishment of valid analytical methods
- Development of recommendations when official methods are not appropriate
- Launch of international ring test for validation of methods

**Liaison type A with
ISO/TC 34/SC3**

Fruits and vegetables
and their derived
products



Methods

- All methods and recommendations can be accessed on-line by corporate and association members.
- For non-members they can also be purchased from the shop.





Microbiology Working Group

Members of MWG: International experts from processing & bottling juice companies, institutes and microbiological equipment & media suppliers, working in the field of microbiological methods on fruit and vegetable juices, conforming a world's leading expert panel

Objectives

- Evaluation and establishment of valid analytical methods
- Development of recommendations when official methods are not appropriate
- Launch of international ring test for validation of methods

Methods

- All methods and recommendations can be accessed on-line by corporate and association members.
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Liaison type A

ISO/TC 34

ISO/TC 34/SC 9

Microbiology





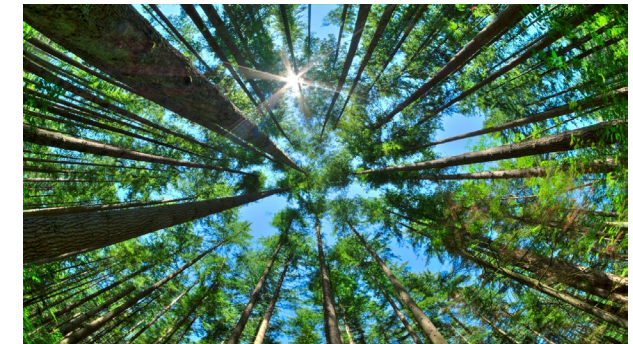
Sustainability Working Group

Members of the SWG: International experts from the juice industry sector working in the field of sustainability of the fruit and vegetable juice value chain.

Objectives

- Provide a framework for actions leading to best practices and support a certified sustainable juice supply chain.
- Provide harmonised framework for commitment, guidance, information and communication.
- Supporting globalising and cooperating with other initiatives.

Steering Committee



Reports

- Global Juice Sustainability Reports can be accessed on-line free of charge.



Nutrition Working Group

Members of the NWG: International nutrition science experts from the juice industry sector working in the field of nutrition focusing on fruit and vegetable juices providing advice on the subject

Objectives

- Develop the nutrition network globally and harmonise nutritional topics overview.
- Monitor publications, research and health claims
- Develop IFU health & nutrition positions and publications
- Support the Legislation Commission at Codex Nutrient profiling and Front of Pack Nutrition labelling
- Develop a nutrient database for juices

Cooperation with



Scientific article

- DOI: <https://doi.org/10.1017/S095442242300015X>



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





IFU Events

We host several events globally every year, bringing together juice professionals across different countries. Our events vary in size and focus, and we often partner with other associations and key stakeholders in the juice sector to strengthen our regional and global reach. Below is a brief overview of our leading events held annually:

IFU Technical Workshop

A focused technical meeting for quality, R&D, and laboratory professionals. Covers key industry topics and includes technical visits.

IFU Juice Conference

Our major international conference outside Europe. Broader in scope, covering technical, regulatory, and commercial topics, with strong industry networking.

IFU Juice Processing Summer School – Parma, Italy (always in June)

An educational course with Parma University in Italy for newcomers and professionals seeking updates in juice processing. Small group, intensive learning, networking, and certification.

SGF/IFU Global Juice Roadshow

Regional one-day events organized with SGF to connect with local markets. Combines association updates, market insights, technical sessions, and facility visits.

Juice Summit

The premier European event for the juice industry. Co-organized with AIJN and SGF, gathering nearly 500 participants, with high-level content and networking opportunities.



Roadshow IFU-SGF Philippines



IFU Juice Conference Brazil



Roadshow IFU-SGF Australia



Roadshow IFU-SGF China



IFU Technical Workshop, Germany



Juice Summit Belgium



Upcoming events



Roadshow Indonesia, Jakarta
Tuesday, November 25, 2025



IFU Technical Workshop
March 4th, Lyon France.
Technical Visit 5th



IFU Juice Conference United States, Orlando
April 13th-15th 2026.
Technical Visit 16th



Brussels, 2026



IFU University – 4th Edition

4th edition

Powered by UNIFR

JUICE PROCESSING SUMMER SCHOOL
Parma, 23/06/2025 – 26/06/2025

With the support of:

DÖHLER HPP ITALIA QBT SSSA CFT

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.



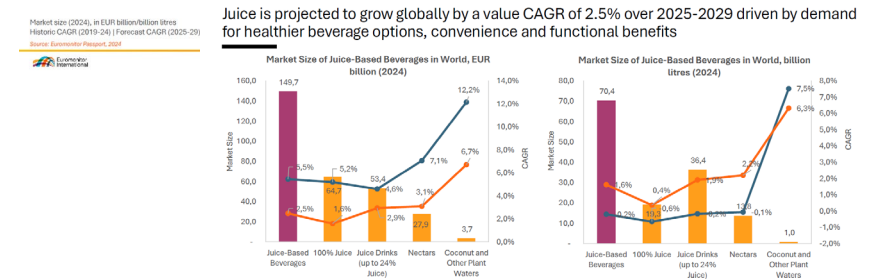
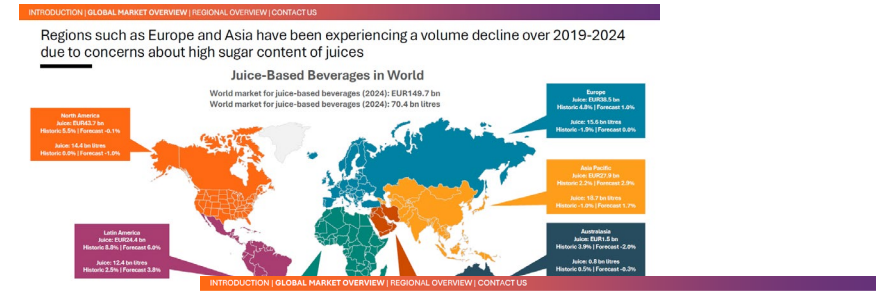
IFU Global Juice Market Report

The IFU Global Juice Market Report, prepared by Euromonitor exclusively for IFU members, is a key membership benefit. It provides valuable global and regional market insights, including current data, future projections, and highlights of key innovations.



IFU Global Juice Market Report 2025

A Market Report compiled for the International Fruit and Vegetable Juice Association



Key innovations

Sustainability is set to shape the future market in Germany, with innovation focusing on reduced sugar content through natural sweeteners and advanced extraction technologies. In 2024, this trend dominated new product launches, reflecting growing consumer demand for healthier options. The success of reduced-sugar ranges, such as Hohes C Juicy Balance, highlights this shift, offering a full-flavoured juice experience with 40% less sugar and no artificial sweeteners, while still providing a daily dose of vitamin C.

For functional juices in the UK, in response, Tropicana has rebranded its multivitamin range and introduced two new flavours in 2024 - Mixed Berries and Smooth Orange - alongside its existing Multifruit variant, available in 850ml and 300ml. These beverages contain vitamin C and other essential vitamins including B1, B2, B6 and E and support immunity while offering consumers more delicious choices.

brand awareness by collaborating with popular foodservice chains, engaging consumers beyond retail. A key example is the 2024 partnership between Boost Juice Bars and Ribena, Singapore's leading juice drink brand (up to 24% juice). By incorporating Ribena into its smoothies, Boost was able to attract fans of the well-loved juice, while Ribena benefited from Boost's health-conscious audience, enhancing its image as a flavoured yet wholesome option.



Source: Hohes C Juicy Balance, Germany



Source: Tropicana UK



Source: Boost Juice Bars, Singapore





IFU Trade Report



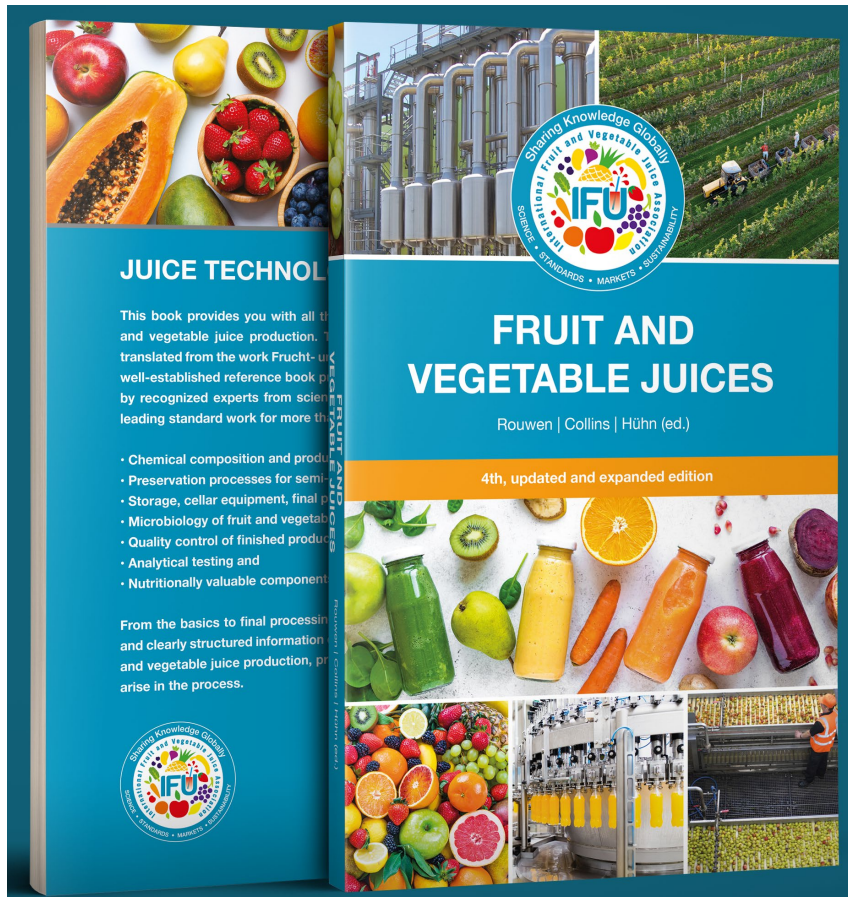
New IFU Trade Report

- I. Data from ITC, WTO, and UNCTAD.
- II. Detailed figures and insights into global juice trade.
- III. Focus on top 10 importers and exporters of grape, pineapple, apple, grapefruit, and orange juice.
- IV. Covers the past 5 years and the most recent 12 months

Available to all IFU Corporate Members



Fruit and Vegetable Juices Book



Fruit and Vegetable Juices Book - 4th.
English updated and expanded edition.

This 690 page e-book provides you with all the essential aspects of industrial fruit and vegetable juice production

PDF version: **EUR 120** (Members EUR100)

Thank you!



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