



# Festive Season IFU Newsletter from the President

December 2005

Issue 10

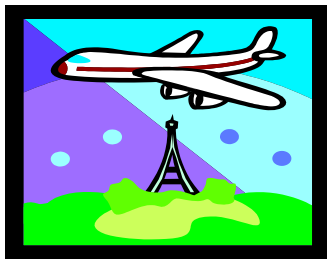


## Introduction

The IFU as an organisation continues to try to be pro-active in finding ways to meet the increasing challenges of National Members' bureaucracy, Codex, and other regulatory aspects that can enhance the products that we deliver our suppliers, customers and the final consumer.

I am grateful for the activity and support of my fellow Executive Committee Members in assisting with this direction.

Of special importance is the development of the Ifu Nutritional Policy paper and full credit, while attributable to many people, must go to the Scientific and Technical Commission and to the Legislative Commission for excellent collaborative input.



## IFU Assembly of Delegates in Paris – SIAL 2006

The venue for the 2006 Assembly of Delegates is planned during the SIAL exhibition to be held in Paris, Wednesday 25th and Thursday the 26th of October. For your information, the SIAL exhibition runs from Sunday 22nd through Thursday 26th of October. This should be most exciting so plan ahead !

## Moscow Juice Meeting



**Our friends from the Russian Juice Association advise as follows:**

Russian Union of Juice Producers (RSPS) would like to invite you and your colleagues to the 5th

International Conference "Juice World-2006", which will be held at the World Trade Center (Moscow) on **February 9-10, 2006**.

**The venue address:** 12, Krasnopresnenskaya embankment, metro "Ulitsa 1905 goda", World Trade Center, office building 2, 4<sup>th</sup> floor, hall "Ladoga".

Among the speakers of this conference are leading specialists of juice and nectar industry, packers, bottlers, technologists, raw materials and machinery suppliers from various regions of Russia, CIS, Western, Eastern Europe and USA.

The subject-matter of the conference includes topical questions of juice industry:

- ✓ Production, Technologies,
- ✓ Packaging and Logistics
- ✓ Quality and Safety of Juice Containing Products
- ✓ Analysis of Juice and Juice Containing Drinks Markets of Russia, Poland, Kazakhstan and Europe
- ✓ Latest Changes in the Food Legislation of Russia and EU
- ✓ Role of Juices in Healthy Nutrition

Conference program contains also evening events such as welcome cocktail and gala dinner.

I do hope that you will spend these days in Moscow with

benefit visiting not only our conference, but also the largest food exhibition "Prodexpo", which will take place at the Expocenter on Krasnaya Presnya after the "Juice World-2006".

Conference program and registration form will be available soon on the website: [www.rsp.ru](http://www.rsp.ru)

**IFU Executive Committee Meeting Thursday 23<sup>rd</sup> February 2006: Paris**

The next meeting of your IFU Executive committee is planned for Thursday 23<sup>rd</sup> February 2006; in particular we will be addressing the importance of the direction for the IFU in focusing more on technical matters.



**AIJN Annual Meeting Friday April 28<sup>th</sup>: Copenhagen**

Another important date to put in your diary and plan for:

On Thursday April 27<sup>th</sup> in the morning is the EQCS General Assembly.



**JPA 2006 Annual Meeting**

This meeting is scheduled for May 7-10 2006 at The Breakers, Palm Beach, Florida.

It has been two years since the integration of the National Juice Processors Association (NJPA) and the Processed Apples Institute (IJA), and almost a full year since former members of the International Jelly and Preserve Association (IJA) and the Concord Grape Association

(SGA) joined JPA. JPA membership now stands at 130 member companies in the U.S., South America, Mexico and China.

**SGF General Assembly 23 May 2006: Bremen**

Another important date to put in your diary.

It was good to see that in their newsletter, they included not only some thought provoking comments regarding the recent price changes of raw material, but also a very supportive reference to the IFU Fruit Juice Nutrition Policy Paper.



**Australia & New Zealand Association meeting in Fiji September 2006**

Yes, it's true, in Fiji! A much focused program is underway. So make your plans to attend and participate. Contact either: <http://www.afja.com.au/> or <http://www.nzjba.org.nz/>

They can give you more information!

**Introducing our new IFU Codex Representative**

**A short profile of Rudi Braatz, our new Codex Representative**

Rudi was born in 1942 in Brazil, a five generation Brazilian with German ascendancy. He has a College degree in Economics from the University of Rio Grande do Sul and a Master's Degree in Public Administration from Pittsburgh University. This last course taken under fellowships from USAID and the Ford Foundation.

As a college student, during the military regime, he went in exile in Germany for four years. Due to his involvement in favor of liberal ideas and in favor of human rights (he was a member of a Council to the President of the Lutheran Church in Brazil) he suffered political persecution and was prevented during some decades of holding public offices at the Federal level. Only in 2003 he received political amnesty and a life pension as reparation.

In his native State of Rio Grande do Sul he was President of an Economics Foundation and Undersecretary of Planning for the State, President of the Economic Council, professor at the University of Rio Grande do Sul, Catholic University and University of Caxias do Sul.

Rudi was Director of several companies in retailing, communications and real estate. He worked in project consulting, as adviser to companies of the Federal Government in Brasilia and in technical cooperation projects for Latin America of the Ministry of Foreign Affairs, this last as a UNDP consultant.

Under a contract from the National Research Council Rudi worked for the Ministry of Agriculture in a Task Force on pesticide use in fruit production.

At the Ministry of Agriculture coordinated he worked on the Task Force, which prepared the Codex Fruit Juice Standards. At the same time he was the representative in the Sanitary Committee of the World Trade Organization.

Today he has a 15 years contract to prepare Kyoto Protocol projects for a Federation of Electricity Generation and Distribution Cooperatives in Rio Grande do Sul on carbon sequestration and is our Codex representative for the next 2 years.

Rudi speaks English, German, Spanish and Portuguese and understands some French. He married twice and has 4 children, the last one a boy of 6 years old.



**IFU at WHO meeting in Durban, South Africa**

Chris Scotter attended on behalf of the IFU and has provided a very good report. Full presentations can be downloaded from the following link:  
<http://www.5-a-day.co.za/congressofnutrition/>

The workshop was co-sponsored by WHO. Background papers on WHO Global strategy on Diet, Physical Activity and Health can be found at:  
<http://www.who.int/dietphysicalactivity/fruit/en/index.html>



**Codex Proposed Draft Recommendations on the Scientific Basis of Health Claims at Step 2/3**

We have been invited to make comments no later than the 31<sup>st</sup> March 2006.

**Proposed Draft Revision of the List of Methods for Pesticide Residue Analysis at Step 3**

Again, we have been asked to make comments by the 1<sup>st</sup> March 2006.



**IFU Nutrition Position Paper**

Attached to this email is the IFU nutrition position paper which we encourage you to make use of.

Reference to this position paper has been made in the latest issue of Foodnews and Martin Greeve has been invited to make a presentation on this paper at the Fruit Juice week meeting 4-7 April 2006 in Cologne (<http://ifw.confucta-medien.com/index.htm>)



**New Subscription Fee Scale**

Following the recommendations made at the meeting of the Advisory Board of the IFU, in China, approval by the executive in referring it to the General Assembly, we are pleased to enclose the new subscription fee scale.



**IFU Treasurer**

Mr Klaus Sondhauß was nominated as Treasurer on the Executive for the IFU and a proposal for the job description was presented. This has been circulated to the Executive Committee and it is proposed that

this will be addressed again at the next Executive Committee meeting for presentation to the Assembly of Delegates meeting this October for ratification and inclusion into our statutes.



**Festive Season Message**

As the year draws to a close, I trust that 2005 has been one of good health and progress for each one of you, your families and your business.

2006 is approaching fast and the IFU is a good body of a group of people from many walks of life with the common interest in the genuine welfare of the juice containing beverages business. It is a product of health that we are involved in, with many benefits to mankind. Let us all make sure for the generations ahead that we make sound plans for them, their health, and their well being, Happy holidays to all!



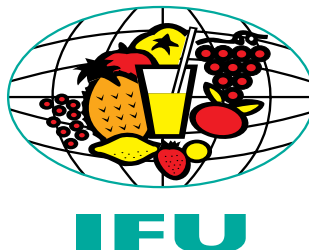
Best regards

A.C. (Tony) Beattie  
IFU President

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Paris, 4<sup>th</sup> November 2005

Dear member of the IFU,

I have the pleasure to forward you the final version of the fruit juice nutrition policy position paper which you will find enclosed.

This position paper gives an answer to a number of topics frequently dealt by media and in governmental policy discussions at national and international level. My sincere congratulations go to the Commission for Legislation and the Scientific and Technical Commission to whom this project was entrusted. The final document is a fine achievement taking into consideration all the comments received. I recommend you to use it in order to promote and defend the fruit juice industry in contact with your national authorities and/or other interested parties.

Once more I would like to emphasise the importance of this paper for the common interest of the worldwide fruit juice community.

Best regards,

A handwritten signature in black ink that reads 'A. (Tony) Beattie'.

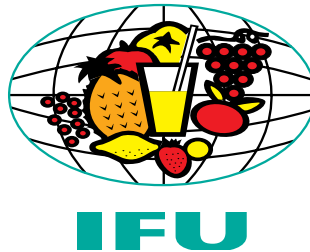
Tony BEATTIE  
President of the IFU

Enclosure: **Fruit Juice Nutrition Policy (3-11-05)**

# INTERNATIONAL FEDERATION OF FRUIT JUICE PRODUCERS

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## FRUIT JUICE NUTRITION POLICY (IFU position paper)

(3-11-2005)

### The Global Focus

Governments throughout the World advocate the inclusion of fruit juices<sup>♦</sup> in a healthy diet. A juice, that is 100% derived from its parent fruit or fruits, is almost universally regarded as a healthy and nutritious part of a human diet. The World Health Organisation (WHO) is a co-sponsor of the global 5+ a day programme. This programme promotes the inclusion of at least five portions a day of fruit and vegetables as an essential element in a healthy diet.

**The consumption of a portion of a fruit juice is clearly embedded in the detailed recommendations for increased consumption of fruit and vegetables in the 5+ a day strategy.<sup>3</sup>**

The 2004 5+ a day symposium was attended by representatives from 31 countries. Many of these countries have implemented the 5+ a day recommendations, including the USA, Canada, Australia and New Zealand, Brazil, South Africa, Malaysia, Mexico, Vanuatu and Norway<sup>2</sup>, alongside fourteen of the EU Member States. Furthermore, this is an integral part of the World Cancer Research Fund (WCRF) drive to reduce the incidence of cancer. The organisation has made the following statements:

**“The 5+ a day message is one of the most successful health promotion ideas to reach the global community” and “research has shown that eating at least five portions of vegetables and fruits each day could, in itself, reduce cancer rates by 20%.”<sup>1</sup>**

### Fruit and Fruit Juice

The main emphasis in health promoting dietary recommendations is the increased consumption of fruit and vegetables. According to the CODEX General Standard for Fruit Juices and Nectars “*fruit juices have the essential physical, chemical, organoleptical, and nutritional characteristics of the fruit(s) from which it comes*”. Juices are more convenient to consume, and have in general a longer shelf-life than fresh fruit. Therefore, moderate intake of juices along with fruit is deemed to be completely appropriate by the 5+ a day programme.

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<sup>♦</sup> Vegetable juices are assumed to be within the term ‘fruit juice’ and their properties are referred to without distinguishing them as a vegetable source of juice.

## Fruit juice and health and disease reduction

Fruit juices contain a complex mixture of nutrients which are beneficial to the maintenance of good health and they have intrinsic disease risk reduction properties. In addition to the major nutrients (e.g., vitamins, minerals) that are inherent in the fruit itself, juices also contain phytochemicals (often referred to as phytonutrients) that are derived from the fruit. Phytochemicals are thought to act as antioxidants<sup>∇</sup>, stimulating the immune system, positively affecting hormones, and acting as antibacterial / antiviral agents and more. Multitudes of research studies are now finding that these natural bioactive compounds seem to work alone or in conjunction with the fruit's vitamins and minerals to maintain and promote good health.

The scientific literature contains many references to the disease risk reduction properties of components of fruit, vegetables and their juices.

Although the list is too long to include here, some of the many beneficial effects for the major fruit juices are noted below:-

- Citrus juice provides sufficient vitamin C to be a major proportion of the Daily values<sup>36</sup>
- Grape juice and tomato juice are rich sources of antioxidants<sup>∇</sup> (polyphenolics and lycopene respectively)<sup>4,5</sup>
- The polyphenolics in grape juice have shown a positive effect on parameters related to cardiovascular disease<sup>6,7</sup>
- Jaffa 'Sweetie' grapefruit juice contains antioxidants which have a marked positive effect on indicators relating to hypercholesterolemia<sup>25</sup>
- Orange, grapefruit and pineapple juice contain a significant quantity of folate which renders them effective in countering the risk of neural tube defects e.g. *spina bifida*<sup>4</sup>.
- Cranberry juice has long been associated with a reduction in urinary infections<sup>8</sup>.
- Phytochemicals found in apples and apple juice have been associated with reduced risk of impaired lung function.<sup>11</sup>
- Diets rich in potassium may help to maintain healthy blood pressure. Fruit sources of potassium include prunes and prune juice, orange juice, bananas, dried peaches and apricots, cantaloupe and honeydew melon.<sup>12</sup>

A recent report from a UK Government funded research organisation observed the low frequency of intake of fruit and vegetables in childrens' diets. The report went on to recommend that children should be offered rations of orange juice from concentrate (and cod liver oil)<sup>33</sup> as in the forties of the previous century. The USA, Canada, Newfoundland<sup>34</sup> and the UK, all offered these products to children and infants, in this period, because it was seen, by the health authorities, and governments, as an absolutely essential strategy to ensure the health of those nations. In the USA orange juice was offered to children free during the 1920s<sup>35</sup>.

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<sup>∇</sup> Antioxidants reduce the load of free radicals in the body, which are intimately involved in cellular damage - the common pathway for cancer, ageing, and a variety of diseases, including cardiovascular disorders<sup>5,6</sup>

## Fruit juices and the topic of sugar

Excessive consumption of any carbohydrate is likely to lead to people being overweight. Concern has been expressed by some nutritionists that the natural sugar content in fruit juices can contribute to obesity, especially for children. Although there have been a few studies which evaluate the body weight and a possible association with consumption of fruit juice among children, the results are contradictory, with the results weighing on the side of there being no connection<sup>15,16,17,18</sup>

Consumption of fruit juice among children in the U.S.A., particularly has been a focus, even though government databases show that the average (mean) consumption is appropriate and within guidelines established by the American Academy of Pediatrics.

Mean daily consumption by the largest consuming group – children between the ages of 1 – 3 years – is 5.5 ounces (156 g) per day.<sup>19</sup>

Similarly, in the EU the average consumption of juice is less than 20 litres/capita/year which is well below the 5+ a day recommendation. In the developing countries, however, the level of consumption is even lower. This clearly demonstrates that there is not an excessive consumption of juices.

Additionally, the Glycaemic Index (GI) concept has led to a reassessment of the role of natural sugars in juices within the diet. The GI is the ranking of foods based on their overall effect on blood glucose levels. Slowly absorbed foods have a low GI rating whilst foods that are more quickly absorbed will have a higher rating. This is important, because foods with a low GI index are more satiating than those with a high GI, therefore, less of the food is ingested. This is also significant for people with diabetes because the GI enables them to choose slowly absorbed carbohydrates which helps in the control of blood glucose levels. Work in this area has shown that the many juices, such as orange, apple, pineapple, grapefruit, tomato and carrot have low GI values.<sup>20,21</sup>

There is strong evidence that the consumption of low GI foods assists in weight control as expressed in numerous scientific publications, some extracts of which are quoted below:-

“There are also benefits for weight loss. Low GI foods can help you control your appetite by making you feel fuller for longer, with the result you eat less”<sup>22</sup>

“The child’s appetite is the true guide to total CHO intake and insulin distribution. GI is a way to assist appetite control and postprandial glucose curves, which is especially relevant at night”<sup>23</sup>

“First, there is emerging evidence of the possible protective effect of low GI diets for both diabetes and heart disease. Second, slower digestion of carbohydrate is associated with higher satiety, so low GI diets may help with weight control”<sup>24</sup>

“However results of short-term studies on appetite regulation or weight loss suggest that low GI diets may be useful in promoting long-term weight loss and decreasing the prevalence of obesity.”<sup>25</sup>

The GI has largely unrecognised implications for weight control. In many studies, slow digestion of carbohydrate is associated with higher satiety.<sup>26,27</sup>

In Table 7, page 63 of WHO Report 916 “Diet, Nutrition and The Prevention of Chronic Diseases” it indicates that there is initial evidence that low glycaemic index foods protect against weight gain and obesity.

## **Fruit juices and dental health**

Diet, in the past, has played a crucial role in the development of dental caries and erosion. With the advent of the use of fluoride, the role of diet has assumed subsidiary importance. Dr. Van Loveren of the Academic Centre for Dentistry, Amsterdam goes as far as stating that if these oral hygiene factors combined with the use of fluoride are adequate, then diet is of little importance.<sup>28</sup> Dr. Konig of the University Medical Faculty, Preventive and Community Dentistry, Nijmegen also argues cogently for this view when he says that “there is no need for population based dietary guide-lines for sugar intake with regard to dental health, providing fluoride intake is adequate, and there is good oral hygiene”.<sup>29</sup> It has been observed from a large number of studies carried out within the last 20 years that there is only a weak correlation or no correlation between sugar consumption and caries incidence.<sup>28</sup> The steep rise in the numbers of caries-free children occurred when fluoride became available. During that period sugar consumption was continuously high.<sup>28</sup>

There is a commonly expressed view that eating whole fruit is not as harmful to teeth as consuming fruit juices.<sup>30</sup> This view has been countered recently by dental experts from London, who have established experimentally, that there is no difference in the amount of sugar and acid generated in the saliva between raw whole fruit and fruit that had been pulped prior to ingestion.<sup>31</sup>

When it comes to dental health, good dental hygiene practices of brushing and flossing regularly will help keep teeth in good health. According to the U.S. National Center for Chronic Disease Prevention and Health Promotion, tooth decay continues to decline among Americans, including young children.<sup>32</sup>

## **Conclusion**

It can be quite clearly demonstrated, both historically and currently, that fruit juices, within a balanced diet, offer both health and disease risk reduction properties. A moderate intake of any food product is appropriate for any person in good health – there is no such thing as a bad food, only bad diets. Furthermore, to identify fruit juices as inadvisable in the context of obesity and dental health, would deny the consumer a perfectly healthy and nutritious food, and be completely contrary to the evidence noted in this document. It is, therefore true to say that fruit juice has a long and distinguished pedigree for being regarded as an essential part of a healthy diet.

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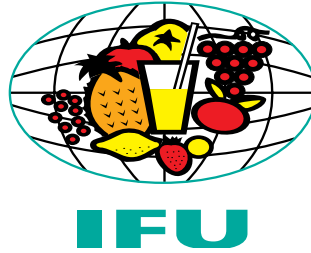
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## Membership Fees 2006

### COLLECTIVE MEMBERS (Fruit Juice Associations):

- 1. Category :** Countries which produce less than 250 million litres and/or an equivalent of raw material or have an annual per capita consumption of less than 5 litres : **1 000 €**
- 2. Category :** Countries which produce from 250 to 500 million litres and/or an equivalent of raw material or have an annual per capita consumption from 5 to 10 litres : **2 000 €**
- 3. Category :** Countries which produce from 500 to 800 million litres and/or an equivalent of raw material or have an annual per capita consumption from 10 to 15 litres : **3 500 €**
- 4. Category :** Countries which produce more than 800 million litres and/or an equivalent of raw material or have an annual per capita consumption of more than 15 litres : **5 000 €**

	MEMBERSHIP FEES IN €			
	1. category 1 000 €	2. category 2 000 €	3. category 3 500 €	4. category 5 000 €
Production (million litres)	< 250	250 - 500	500 - 800	> 800
Consumption (l/year/capita)	< 5	5 - 10	10 - 15	> 15

Considering that some collective members are big producers and little consumers or big consumers and very little producers, the subscription rate applied is determined by the highest value attained either in production or in consumption (for instance a country which produce from 500 to 800 million litres and has a consumption from 5 to 10 litres/year/capita will pay a subscription fee of 3 500 €).

**INDIVIDUAL MEMBERS (Fruit Juice Producers and Bottlers):**

1. **Category** : Companies which produce less than 250 million litres or the equivalent quantity in raw material - **1 000 €**
2. **Category** : Companies which produce between 250 and 500 million litres or the equivalent quantity in raw material – **2 000 €**
3. **Category** : Companies which produce more than 500 million litres or the equivalent quantity in raw material – **3 000 €**

**ASSOCIATED MEMBERS** (private laboratories and technical and scientific services, companies, exporters, importers and traders wishing to encourage the production and consumption of juices):

**€ 2 000**

**ORGANISATIONS** (regional organisations, national organisations and international organisations):

**€ 2 000**