



IFU Update Newsletter

October 2007

Issue 14



Introduction

This month, October, is one of the most important months for the Juice Industry from the trade perspective. We have the "Foodnews World Juice 2007" in Barcelona, Spain, which is followed by the "Anuga Food Fair" in Cologne, Germany.

With the commodity raw material pricing being quite volatile for most juice products at present, attendance for both events is envisaged to be quite strong.

The IFU Secretariat is being involved with both events and I hope that you have and/or will say "hello" to Elisabetta Romeo-Vareille!

Your IFU Executive Committee has a meeting also during the Anuga fair period, on Wednesday October 17th.

IFU Congress 17-22 June 2007

The 15th Congress of the IFU had the theme "Fruit Juice Naturally Healthy" and was held at the Kurhaus hotel, The Hague/Scheveningen, from the 17-22 June 2007.

Congratulations to the Organising Committee of the VIGEF for a wonderful event, executed extremely well.



From right to left: Mrs Gerda Verburg, Dutch Minister of Agriculture, Nature and Food Quality – Mr A.C. (Tony) Beattie, President of the IFU – Mr Kees Cools, Vice-President of the IFU, Prof Helmut Dietrich, President of the Scientific & Technical Commission of the IFU.

A summary of the various Commissions meetings, the Advisory Board, your Executive Committee and Assembly of Delegates meetings have already been circulated to all members.

If you do not have these, please access via the IFU web-site where a summary is available to be downloaded at: <http://www.ifu-fruitjuice.com> or - contact the Secretary-General, Elisabetta Romeo-Vareille.

AFJA Conference 19th – 22nd August

The Australian Fruit Juice Association bi-annual Conference was held at the Royal Pines Resort on the Gold Coast of Australia. The theme was "Juice Innovation: Responsive to healthier living".

Rolf Schufft, AFJA Executive Secretary, said that the event was well attended with a much focused program to assist the industry progress. This was especially evident with the timely presentations on labelling and health claims for our industry.

It was pleasing to see your IFU Treasurer, Klaus Sondhauß and Jan Hermans of the AIJN, both in attendance and contributing to the programme very well.

The final programme of the Conference was a presentation on the world Smoothie market by Veronique Beittel and Mark Armstrong from Chiquita USA. This was followed by a tasting of examples sourced from all over the world and some fine, locally produced, Australian product.

The IFU has started to discuss if there is merit in proposing a standard or a guide-line, for what could be constituted as a 'smoothie' juice containing product, as this is a growing category with some varying Industry and regulatory body interpretation.

NZJBA Conference 27th – 29th September

Billed as "Beverage Bounty – Paihia 2007" the New Zealand Juice and Beverage Association held its Annual Conference in Paihia, the Bay of Islands. Just over 100 happy juice people were in attendance which is very good when considering the size of the country and industry.

A very interesting presentation by Hillary Souter on Advertising Standards and complaints procedures was very well received.

Carl Bergstrom, who has been a diligent President of the NZJBA for the past 3 years, was praised as he stepped down, but still remains on the Executive. James Wilson has been elected new President.

The Gala dinner, themed for juicy pirates and thirsty wenches was further enhanced with a great audio visual spectacular for the "Beverage Awards". It was here where Charlie's Trading Company with their Charlie's and Phoenix Beverages brands, made a huge sweep of the trophies available!

Assembly of Delegates Meeting 3rd & 4th March 2008 Sydney

Hosted by the AFJA in Sydney, next year 2008, we have the Assembly of Delegates meeting in March, Sydney Australia. There is also a regional workshop on March 5th. Please note in your diary now.

A.C. (Tony) Beattie
President of the IFU