



S A Fruit Juice Industry

2014 YEAR END REVIEW

December 2014

2014 has been a busy year for the South African Fruit Juice Association. Thank you to all our members for their support and thank you to those who have served on our Executive and Technical Committees. In this regard Anton Pretorius of Clover Industries has stepped down from the Board and Dr Willem Botha of Pioneer Foods has been co-opted in his place. Dr Robert Young of Onderberg Verwerkingskooperasie has stepped down from the Technical Committee and this position will remain vacant for the time being.

The administration of SAFJA has run smoothly this year and this has enabled us to focus our attention more sharply on developing the regulatory environment. Final proposals for a second and comprehensive upgrade of the fruit juice regulations are now with DAFF for their consideration and will be published for comment in the new year. We also continue to work persistently with DAFF and other stakeholders in order that adequate resources are put in place to ensure compliance with current and proposed regulations. It remains imperative that labels and product content are properly inspected and analysed by the Authorities. It is only then that we will ensure an Industry which maintains world class standards and protects consumers from misrepresentation and adulteration of product.

The fruit juice industry is well integrated with international markets through substantial export and import trade. In the light of this, it is important to position ourselves as a world class industry and SAFJA has therefore joined the International Federation of Fruit Juice Producers. Together with many other country members this organizations' key strengths are representation on Codex; methods of analysis; and extensive networking. The IFU has 3 commissions to which we will have access, namely Legislation; Science & Technical; and Methods of Analysis and they each deal with far ranging issues in respect of fruit juice.

This October a number of our members attended the IFU Juice Summit in Antwerp together with 430 executives from 40 countries. Thereafter many also attended the SIAL Paris Exhibition to meet with customers and suppliers, assess world supply and demand and review market trends.

The key pillars of activity for 2015 will be firstly to protect the industry and its consumers mainly through proper and enforceable legislation. Secondly we need to promote the industry in both the domestic and export markets. We will utilize our network with the Departments of Agriculture; Trade and Industry; and Health respectively in pursuit of these objectives.

Coming together is a beginning; keeping together is progress; working together is success and this is the challenge for us and all our stakeholders in 2015.

SAFJA wishes you everything of the best for the festive season and may 2015 be a prosperous year for all.

Rudi Richards

SAFJA

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