



## **S A Fruit Juice Industry**

### **REVIEW 2015**



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Another eventful year is drawing to a close. The key focus area remains the regulatory environment and in particular that related to the Department of Agriculture. On the one hand a process of modernizing and upgrading the current regulations applicable to fruit juices in South Africa is in full swing. SAFJA presented its proposed amended regulations largely based on which DAFF published for public comment. Currently the feedback received is being evaluated and hopefully this will all be finalized during the course of 2016. This process is running relatively satisfactorily and will benefit all industry stakeholders including our consumers.

On the flip side these regulations must be complied with and there has been considerable discussion throughout the year with DAFF regarding their inspection and analytical services and capacity. This monitoring process in respect of fruit juices as well as many other regulated products has not been satisfactory. In this regard SAFJA has done its best to assist by developing sophisticated screening methods with the University of Stellenbosch and also commissioned testing of product content. DAFF have recently indicated their intention to outsource their inspection services in respect of regulated products to appointed assignees, but the downside is that this will have to be funded by the relevant industries. SAFJA is integrally involved with this process to ensure that the best interests of the industry and its consumers are served and this will remain a key focus area for 2016.

A very successful Fruit Juice Summit was held in Antwerp conveniently scheduled in the week prior to Anuga. It was attended by some 500 delegates from across the globe including SAFJA and a number of our SA companies. Many informative technical and marketing topics were discussed and it was interesting to note the efforts of European and Citrus juice industries to launch marketing campaigns to promote the positive attributes of fruit juice especially in the face of often unsubstantiated critics of fruit juice and even fresh fruit as part of a balanced diet with a healthy lifestyle. A number of other countries have similar programmes and SAFJA will also consider promotions for the SA market during 2016. We also used the opportunity to attend the IFU general assembly and thereafter many moved to the Anuga Food Exhibition in Cologne to both assess world supply and demand as well as to meet their customers from all over the world. Over the past number of years our juice exports have grown substantially. This past year has also been buoyant and will hopefully continue into next year.

SAFJA wishes its stakeholders all the best with the upcoming summer harvests and a rewarding festive season.