



## **S A Fruit Juice Industry *Looking Back Looking Forward* December 2013**

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With the new year just around the corner, we at SAFJA ( [www.safja.co.za](http://www.safja.co.za) ) look back over a year of much activity and excellent progress. This is also reflected in our membership numbers which have increased and today we represent the majority of fruit juice production in South Africa.

Regulatory issues remain of paramount importance and vigorous work in this regard continues.

A recent study emanating from the European Union has highlighted the top ten foods at risk of fraud in Europe. Olive oil, fish and organic foods are at high risk of fraud, but meat is not in the top ten, despite this year's high profile horse meat scandal.

The report goes on to underline that the risk of food fraud is greatest when potential economic gains are large and the chances of getting caught are slim. Not surprisingly it was found that the risk of fraud was exacerbated by the economic crisis. Concern was also expressed that the number of cases was rising and that food fraud was a growing trend in Europe which needed to be addressed.

Most of the foods at risk can easily be mixed with products that are difficult to detect such as non-organic items in organic foods; or powders, pastes and liquids bulked out with fraudulent products.

Rounding out the top ten most at-risk foods are: milk, grains, honey and maple syrup, coffee and tea, spices (such as saffron and chilli powder), wine and fruit juices.

At SAFJA we take this risk potential very seriously and it has motivated our work to upgrade both our regulations in respect of fruit juices as well as the institutional capacity to ensure compliance. With regard to the latter, it is our opinion that a good measure of industry self-regulation will be necessary to protect the local industry and our consumers. This will enable us to promote the image of the industry and assist to maintain consumer confidence and trust in our value chain.

SAFJA wishes you everything of the best for the upcoming harvests and festive season and may 2014 be a prosperous year.

**Rudi Richards** SAFJA