



## **S A Fruit Juice Industry**

### **MID-YEAR REVIEW**

**May 2014**

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SAFJA is pleased to announce the appointment of Mr Johan de Kock as Chairman of the Association with effect from 20<sup>th</sup> May 2014. Mr Henk de Kock was appointed as Deputy Chairman of the Association. We extend our congratulations to both Johan and Henk on their appointments and wish them both all the success during the term that lies ahead.

We wish to extend our thanks to our previous Chairman Mr Kobie du Plessis who remains on the Board. We thank Kobie for his leadership and support during his term of office.

Cape Town hosted the second Juice Africa Conference during April 2014. This international conference was organized by Foodnews and attended by SAFJA and some of its members. A Foodnews World Juice Conference is scheduled for Barcelona in September. There are also a number of regional juice conferences and exhibitions during the balance of the year, notably in Johannesburg and Nairobi. In addition the second Juice Summit 2014 will be held in Antwerp importantly in October just prior to the SIAL EXPO in Paris. This event is organized by the IFU in conjunction with the AIJN and SGF. Details of these various events are available from SAFJA.

A significant amendment to the juice regulations will become effective from 15<sup>th</sup> June 2014. The amendment will remove the sweetened class of fruit juice and will benefit both consumers and the industry. As a priority SAFJA continues to drive the review and update of the regulations governing the sale of fruit juices in South Africa to ensure globally compatible legislation in South Africa.

Trade data to hand indicates that exports of fruit juice products in 2013 increased to R2.3b. This reflects an increase of approximately 22% over the previous year. Although volumes have increased as well, this is driven largely by value where the weaker Rand rate of exchange has played a significant role. Conversely imports have increased by 17% to R1.0b driven almost exclusively by the volume of imports which is a cause for concern.

During the past season we have experienced a shortage of processing fruit including in respect of certain deciduous varieties and mangoes. This has presented volume challenges to the juice industry including the need to adapt formulations and product ranges.

SAFJA is still a young organization, but is receiving increasing support from stakeholders and held a very successful third annual general meeting during this past month. The Association represents the juicing value chain and consists of processors, blenders and packers of final products as well as suppliers and has grown to 32 members. Please feel free to visit our website ([www.safja.co.za](http://www.safja.co.za)) for more information regarding our affairs.

**Rudi Richards**  
SAFJA