



**SAFJA**

South African Fruit Juice Association

# FRUIT JUICE CONFERENCE 2018



## **130 delegates attend SAFJA's first fruit juice conference in May**

In May this year, SAFJA held their first fruit juice conference at SPIER, Stellenbosch in collaboration with international partners the IFU and SGF. The conference was organized “for the industry, by the industry” with the key theme of “sharing and learning” from one another both nationally and internationally.

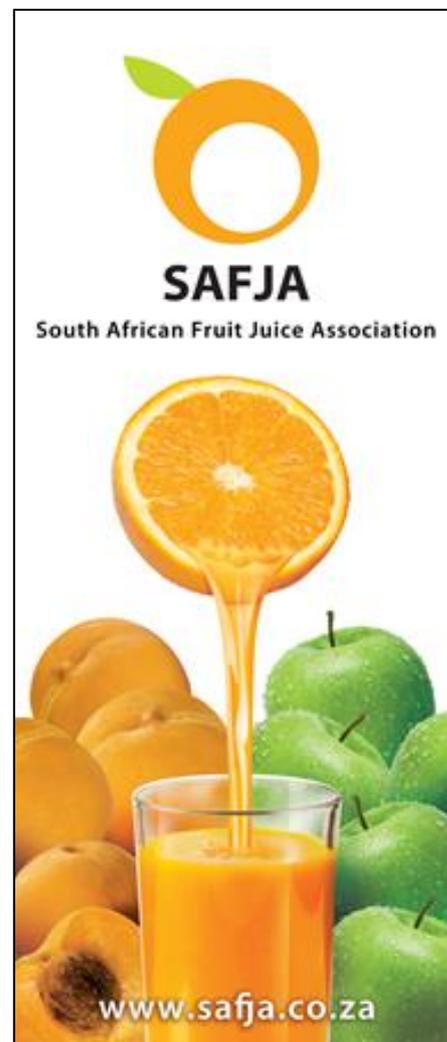
The IFU is the international fruit & vegetable juice association representing the interests of the worldwide juice community in the fields of legislation; science & technology; methods of analysis; and promoting the benefits of fruit juice. The SGF is an independent industrial association focussing on all matters concerning quality, safety, authenticity and sustainability especially in terms of self- control platforms. They brought important and current insights into the global and emerging trends, as well as support and services that are available to the industry.

In line with our theme of sharing and learning we had a full agenda of 14 speakers from Germany, France, Switzerland, Austria, Italy, UK, Kenya and South Africa. Even more encouraging was that our speakers presented to a full house of 130 delegates from 60 companies across South Africa including industry leaders, purchasing and sales managers, technical and research specialists. Delegates were from all sectors of the fruit juice industry including fruit juice processors and suppliers of fresh fruit and vegetables, packaging materials ingredients, equipment, services and customers.

The diversity of speakers and attendees ensured that the agenda and discussions covered a wide range of topics of interest including industry and market trends and issues; processing technologies; analytical methods, instruments and controls; value chain audits, analysis and certification; as well as sustainability and environmental issues. Delegates were also encouraged to pose questions and we had an interactive questions and answers session after each presentation.

There was a genuine willingness to share knowledge and collaborate. This is not an easy thing in South Africa when competitors are brought together.’(Attendee feedback)

Participants were able to use the Fruit Juice Events Mobile App to read up about the programme, see speakers and attendee’s profiles, pose questions to the speakers and continue networking after the event.



Of course an App can’t replace face to face networking and there were ample opportunities for networking during the day and into the evening and social interaction was aided by good food and good wine from the surrounding vineyards.

The feedback was overwhelmingly positive with 98% rating the event good to excellent. Participants left with a deeper understanding of the fruit juice industry, new connections and contacts and eagerly looking forward to the next event.

We would like to thank our sponsors Citrusco, Bucher Unipektin, JBT, Tetra Pak, Eurofins, Cibustec and Anuga Foodtec for their participation and support.



**RUDI RICHARDS, SAFJA**

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