



home of

# THE SOUTH AFRICAN JUICE INDUSTRY

SAFJA (The South African Fruit Juice Association) is the voluntary national association of the juice industry.

We represent juice manufacturers including processors, blenders, bottlers, and packers of juice products as well as closely aligned supporting members in the value chain.

## QUALITY PRODUCTS

Fruit and vegetable juices, nectars, drinks and flavored drinks.

Bulk NFC juices, pulps, purees and concentrates.

Formulated blends/blended juices, nectars and drinks.

By products such as cells, oils, aromas and pomace.

## STANDARDS

We maintain consistent world-class quality standards.

Products are manufactured in full compliance with both product quality and food safety certifications.

## REVENUE

Industry is worth R30 billion.

We process approximately 1 500 000 tons of fresh produce.

Products of R7.8 billion are exported worldwide.

## SAFJA PROTECTS & PROMOTES THE JUICE INDUSTRY

We assist sustainable long-term growth whilst protecting the interests of consumers.

## OUR OBJECTIVES

- Sharing of knowledge.
- Promoting science-based information and education.
- Striving for an enabling regulatory environment.
- Advocating for transparent and level policy frameworks.
- Raising standards and continuously encouraging compliance.
- Promoting the well-being and upliftment of our communities.

PILLARS OF ACTIVITY

## MEMBERSHIP

Join us to guide and develop the future of our industry together.

Details of our current members and applications for membership are available on our website.

